

The American Perfumer

and Essential Oil Review

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See also page 9

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NEW YORK

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IN THIS ISSUE

NATURALLY, the A. M. T. A. convention ranks first among this month's news features, but in presenting its high lights, we have not lost sight of other features. Mr. Cowling, for instance, asks a question which may be worth some study. He wants to know whether the industry needs some sort of "Super Head" to control its destinies. Washington News contains an elaborate survey of the French raw materials industry and a summary of the new Regulations "3," both of interest and importance to all of us. Mr. Chilson tells us how to lay out a factory, and he ought to know. New Products and Packages and two feature lines, plenty of news from here and abroad, the markets and the special sections make an issue which we think you'll like.

The
American Perfumer

and Essential Oil Review

Registered U. S. Patent Office

VOL. XXVI

NO. 3

Guaranteed Quality "StaffAllen's"



*I*T is not a sufficient guarantee of the quality of an essential oil that it be pure and unadulterated. An oil may be said to be absolutely pure when prepared from the proper natural material with no admixture of other substances either to the raw material or to the resultant oil.

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OTTO OF ROSE D'OR

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UNGERER & COMPANY : : New York
BOTU D. PAPPAZOGLU, S. A., Kazanlik, Bulgaria

The American Perfumer

and Essential Oil Review

Established 1906

MAY, 1931

Vol. XXVI. No. 3

French Essential Oils Surveyed

*Department of Commerce Completes First Section
of Its Announced Study of Perfume
Raw Materials*

WASHINGTON, April 20.—The most complete survey of essential production in France ever undertaken, detailed as to sources, quantities and market prospects, was made public by the Bureau of Foreign and Domestic Commerce of the Department of Commerce today after months of study in the field and research for the purpose of cross-checking the bureau's own findings.

This survey is the first of a long series which will cover the entire field of world production of essential oils, although France, of course, stands head and shoulders above all other countries. It was prepared principally by the Trade Commissioner in Paris, David S. Green, and his assistant, Earle C. Taylor, under the supervision of T. W. Delahanty, acting chief of the chemical division of the department.

According to Mr. Delahanty, the surveys "should assist American consumers and importers of essential oils in evaluating foreign and domestic sources, and materially enhance the export possibilities of their finished product." It will be recalled that a survey of American production was reviewed in a recent issue of THE AMERICAN PERFUMER.

The usage of essential oils in the United States together with hints at hitherto untouched outlets for these commodities was reviewed by Mr. Delahanty in an explanation of this survey as follows:

"Consumption of essential oils in the United States has more than kept pace with production. The consuming public is becoming scent and

flavor conscious, and a larger variety of oils is being required, thus bringing about wider application of consuming industries. The most important present industrial uses are in the manufacture of soap, pharmaceuticals, proprietary medicines, confectionery, chewing gum, tobacco, flavoring extracts, beverages, perfumes, dentifrices, toilet preparations, insecticides, deodorants, polishes and similar products.

"Recently, competition has influenced many industries to impart to their products pleasant odors as an added selling inducement. For example, printing ink, paper, leather, textile and other manufacturers are now investigating the possibilities of aromatics to give a distinctive odor to their products or to mask objectionable odors."

In connection with this survey, the Department of Commerce also compiled a list of the more important factories situated in the Grasse region, chief seat of oil-giving flora, which is available to anyone interested in a study of the best sources for obtaining either essential oils or perfumes manufactured there.

The report not only stressed the great wealth of oils which are contributed to the industry by the Grasse district, besides lesser fields around Cannes, Nice and Lyon, but indicated that slow but great changes are taking place from

which it was deduced that American manufacturers dependent on these sources of supply might well take steps to guard their own interests.

Before taking up these indicated basic changes in the industry, the products of France, or the Grasse



A STREET IN GRASSE

district, will be listed. These, with production seasons, are given in the following table:

Name	District of cultivation	When picked
Orange blossoms	Cannes, Le Cannet, Golf-Juan, Antibes	April and May
Jasmin	Mouans-Sartoux, Grasse, Pegomas	July to October
Roses	Grasse, La Colle, St. Paul, Le Bar, Vance	April and May
Sage	Grasse-Montaurox	July-August
Peppermint	Pegomas, Villeneuve, Loubet	July-September
Lavender	Alpes-Mmes, Vaucluse, Basses-Alpes	July to September
Spike	Mediterranean Coast	August
Tuberose	Pegomas, Mouans-Sartoux	July to October
Geranium	Grasse, Pegomas	October
Cassie	Vallauris, Cannes	September
Violet	Grasse, Hyeres	February
Mimosa	Alpes-Maritime, Var	December-February
Thyme	Depts., Italian Riviera	
Rosemary	Grasse, Southern mountainous region	April-June and October
Muscadel sage	Gard, Hainault	September
	Vaucluse, Var	June-July

According to the findings of those conducting this survey, most of the flower fields of Grasse are privately owned, but it would appear that such will not always be the case, as it is noted that "an ever increasing proportion is being bought up by essential oil manufacturers who wish to be independent of growers."

Also, progress is noted in the formation of co-operatives by growers, in order to combat price tendencies which it was said have made the growing of some species of oil-bearing plants on small lots unprofitable. Among the more important co-operatives were listed the following: "Société Co-operative de Fleurs Naturelles pour la Parfumerie de la Colle," with about 500 members; "Société Co-operative des Producteurs de Fleurs pour la Parfumerie de l'Arrondissement de Grasse et des Communes de Caillan et de Tanneron," and "Société Co-operative des Propriétaires de Cassiers de Cannes et de ses Environs."

Most of the essential oil is manufactured in close proximity to the fields, the factories often having been in the same family for generations. During the Winter months, the report stated that the factories often maintain a certain production through using flowers from the French colonies. They market essential oil in concretes, as absolutes and as diluted extracts—in rare cases as finished perfume.

A fourth co-operative calling itself "Co-operative de

Producteurs de Fleurs d'Oranger de Vallauris," owns its own factories, which have distilled thousands of tons of blossoms. In the conclusion of the report of the survey it was stated:

"The essential oil producers and the industrial perfumers of France during 1929 and the early months of 1930 made material progress in co-operative efforts to increase the yields of aromatic plants under cultivation and to diversify production to a greater degree. Although handicapped by the division of land into small holdings in Southern France, there has been a growing trend toward plantation cultivation or the combination of small growers.

"Overproduction and resulting low prices for lavender, orange and several other oils have made small scale production unprofitable and certain of the larger distilling perfumers have been forced to maintain their own plantations to supply their own requirements."

This last statement aroused the question as to whether American manufacturers of perfume finally may not be forced to enter the foreign field as have French manufacturers in order to safeguard their own sources of supply.

"Experimental production of perfume flower plants undertaken by the Garden of Ex-

perimental Research at Grasse," the report continued, "has progressed satisfactorily and growers and distillers anticipate commercial production of new aromatic plants found adaptable to French climatic and soil conditions. The perfume flower possibilities of the French Colonies have so progressed in the past few years that there is some assurance of supplies in the event of a short French crop or retrenchment in French production.

"There has been a marked recession in the establishment of new plantations during 1930 owing to the large existing stocks of oil available and the slackened demand both in French industry and abroad. Though producers claim the yields of jasmin, orange flower, rose, violet, lavender and other oils were considerably below normal, stock movement was relatively stagnant during the early months of 1931, and it is further stated that no new cultures of perfume flower plants were placed during 1931. Purchases of fertilizers were considerably reduced and there has been a retrenchment in French distillation."

IMPORTS OF ESSENTIAL OILS INTO FRANCE

	1928	1929	1930	1928	1929	1930
Essential oil of	kilos	kilos	kilos	frances	frances	frances
Rose	2,206	2,308	1,114	27,554	29,148	20,399
Geranium	23,359	14,627	13,088	3,756	2,693	1,858
Ylang-ylang	24,105	32,783	15,982	9,989	11,166	3,263
Lemon, bergamot, orange, mandarin	105,153	249,646	230,675	23,959	33,524	16,665
All other	1,253,340	1,210,242	1,118,319	87,264	82,978	62,863
Terpeneless	12,793	7,790	19,099	844	524	907
Total	1,420,956	1,517,405	1,398,277	153,366	159,943	105,955

EXPORTS OF ESSENTIAL OILS FROM FRANCE

	1928	1929	1930	1928	1929	1930
Essential oil of	kilos	kilos	kilos	frances	frances	frances
Rose	1,062	1,618	1,424	4,544	6,695	4,133
Geranium	7,401	24,674	21,774	972	3,033	3,255
Ylang-ylang	9,980	13,058	10,974	2,097	3,381	1,807
Lemon, bergamot, orange, mandarin	33,792	26,318	30,956	2,038	1,969	2,678
All other:						
Great Britain	218,841	164,760	175,325			
Germany	96,219	90,918	89,463			
Switzerland	56,958	55,764	47,897			
Japan	103,318	81,761	91,612			
United States	218,583	295,110	326,720			
Other countries	400,912	413,708	325,642	103,978	85,624	75,552
Terpeneless	1,132	1,566	3,319	136	194	462
Total	1,148,198	1,169,255	1,125,106	113,759	100,896	87,887

The importance of France as a source of supply of essential oils for the United States is illustrated by the statement that the United States is the leading importer of French essential oils, having imported \$1,818,000 worth in 1929. On the other hand, France also is a heavy importer of essential oils, including lemon and orange which are produced in this country in fairly large quantities.

"Italy, the Netherlands East Indies, Spain, Japan, India, the United Kingdom, the United States, the Netherlands and Uruguay are the principal sources of French essential oil imports. Italy and the Netherlands East Indies supply approximately 15 per cent each; Spain, 7 per cent, Japan, India and the United Kingdom, 6 per cent each; the United States, 3 per cent; the Netherlands and Uruguay, 2 per cent each, and other countries approximately 38 per cent. In recent years the United States, United Kingdom, Japan, Germany and Switzerland, in the order named, have been the principal destinations of French essential oil imports."

The preparation of essential oils received especial attention in this survey, in order the better to acquaint American manufacturers with the basic properties of the materials with which they work. It was explained

Processes Used in the Industry

In treating	Distillation Per cent	Maceration and enfleurage Per cent	Volatile solvents Per cent
Orange blossoms	10	10	80
Jasmin	nil	10	90
Rose	10	10	80
Sage	100	nil	nil
Peppermint	100	nil	nil
Lavender	100	nil	nil
Spike lavender	100	nil	nil
Tuberose	nil	50	50
Geranium	100	nil	nil
Cassie	nil	20	80
Violet	nil	20	80
Mimosa	nil	nil	100
Thyme	100	nil	100
Rosemary	100	nil	100
Clare sage	100	nil	100
Jonquill	nil	10	90
Reseda	nil	10	90
Hyacinth	nil	nil	100
Pink	nil	nil	100
Narcissus	nil	nil	100

that French extractors use five processes ranging from the ancient form of distillation through maceration, enfleurage, and extraction to the employment of volatile solvents, most modern of processes and most successful in connection with very delicate odors.

From the records of one of the principal Grasse factories were taken the tabulation shown above as to percentages of various processes used in treating specific blooms for extraction of their oils.

Another interesting phase of the survey was a table showing the average amount of essence obtained from a given quantity of flowers treated at Grasse. While noting that allowances must be made for variation in flowers and in the soil in which they are grown, the table was given as indicative of the average yield of essence in grams from 100 kilos of flowers:

	Grams
Aniseed	1,600 to 2,000
Bergamot	666
Cassie	800
Origanum	500 to 760
Geranium	100 to 130
Lavender	1,800 to 2,100
Laurel	700 to 850
Almond, bitter	220 to 240
Myrtle	250 to 300
Orange blossoms	700 to 2,000
Spike lavender	500 to 1,000
Cloves	16,000 to 18,000
Orange peel	300 to 350
Fresh mint	700 to 720
Dried mint	2,100 to 2,800
Rose	50 to 80
Thyme	80 to 120
Violet	3 to 4
Cinnamon bark	450 to 1,800
Mimosa	700 to 800
Rosemary	500
Muscadel sage	50

Noting that all essences produced at Grasse contain certain proportions of terpenes it was noted that these could be removed through "distillation with application of gradually increasing degrees of heat in a partial vacuum."

Also, for the benefit of perfume manufacturers experimenting with new blends, the survey included a table showing the point of volatility of the principal Grasse essential oils, as worked out by Grasse chemists and used by Parisian perfumers. This table follows:

Water	1.0000
Elderberry	0.2850
Lemon pulp	0.2480
English lavender	0.0620
French lavender	0.0610
Bergamot	0.0550
Parley	0.0570
Petit grain	0.0330
English thyme	0.0220
Lemon-grass	0.0170
Spanish geranium	0.0106
Wild thyme	0.0062
New mown hay	0.0039
French geranium	0.0074
Turkish roses	0.0051
French roses	0.0038
Cloves	0.0035
Cedar	0.0020
Patchouli	0.0010

There follows a detailed report concerning production, crop prospects for the future and other data concerning each of the important essential oils produced in France; including neroli, jasmin, rose, sage, mint, lavender, aspic, tuberose, geranium, cassie, violet, mimosa, thyme, rosemary, clary sage, and others. Details of this report are too voluminous for reproduction.



Lesquendieu Products Restyled

THE complete Lesquendieu line embracing five sets of products has been entirely restyled in modern and attractive garb. These five groups include the "La Reine des Crèmes," the "Tussy" cosmetics, the "Eclador" preparations for hand treatment, the "Flozor" preparations for the hair, and the "Farjoli" treatment line, and comprise some twenty to thirty individual products, all manufactured by Lesquendieu, Inc., New York and Paris.

"La Reine des Crèmes," made and wrapped in France, is packaged in an entirely new, distinctive, and modern container of black porcelain with the new Lesquendieu label of black, tan and red. The whole is smartly wrapped in a cylindrical box of reddish bronze with the same label as appears on the jar.

The "Tussy" products include those items necessary for the perfect make-up. The "Tussy" lipsticks come in eight shades, each shade in a different colored container. In this way the shade desired for the morning, the afternoon and the evening will not be confused. To complement the lipsticks is the paste lip rouge in four shades for those who desire this method of application. The cream rouge for the cheeks is in line with the lip rouges, coming in seven different shades to fit any make-up at any time of day. The eye shadow, in either powder or cream form, is the third of the essentials to the facial make-up. These three items are packaged similarly in galalithe boxes as may be seen in the center of the photograph below in the group of "Tussy" products. Other items that have been repackaged are the liquid rouge in a transparent glass bottle with black plastic top with the letter "L" imprinted in the top in red. The powder, in six shades, has been redressed in a tan box with black and red base, which is in harmony with the rest of the line.

The third brand, the "Eclador" line, contains all the necessities for beautifying the nails and hands. The "Eclador" liquid nail polish is contained in a box similar to that of the "Tussy" powder. It holds the liquid polish and the dissolvent, the polish remover. The cuticle cream package maintains the harmony of the rest of the products, with its tan jar topped with a black plastic cap with the red "L" imprinted on top.

The hair preparations, the "Flozor" line, are in accordance with the rest of the Lesquendieu preparations. "Flozor Blond" and "Flozor Brunette" are two liquids packaged in transparent glass bottles with black plastic caps and also carrying the characteristic labels of the lines. This sameness in labels throughout each group makes it easily distinguishable as a Lesquendieu product wherever it is seen, and is easy to pick from a group on the display shelves.

Lastly, the treatment line, the "Farjoli" products. These have been repackaged in substantial white jars with black plastic tops and the whole wrapped in cellophane. Like the rest of the line, the characteristic label is again evident. Aside from the three creams, the cleansing, basic and finishing, the astringent has also been redressed in a round transparent bottle with the black plastic top.

In the restyling of the Lesquendieu line, Lehn & Fink, the parent company, has retained throughout the five different groups the same color scheme and design so that each one of the five while a separate entity is connected to the whole. Edward Plaut, president of the company, advises us that the usual accompaniment of advertising to encourage consumer acceptance and demand will be undertaken and thereby a large part of the sales making burden will be taken from the shoulder of the retailers.



A. M. T. A. Holds Record Convention

Thirty-Seventh Annual Meeting Held at the Ambassador, New York

ONE of the most successful and by far the largest convention of the American Manufacturers of Toilet Articles was brought to a close with the annual banquet at the Ambassador Hotel, New York, April 23. Opening on April 21, the convention brought together the largest group of manufacturers and raw material and supply men which has ever attended the annual meeting. A daily average of 312 in attendance at the luncheons, which featured the convention, clearly demonstrates the effectiveness of the committee's work in bringing those interested in the industry together. The banquet attendance of 603 also set a new high mark.

Credit for the success of the convention must go principally to the committee headed by Frank J. Lynch. They gave much time and effort to the preparation of a program designed to attract the membership not only from the entertainment standpoint but also from the side of worthwhile business sessions.

President's Address

While changes in the order of business were made necessary to accommodate some of the speakers, the convention really opened on April 21 with the welcoming address of President H. Henry Bertram.

After greeting the members and thanking the entertainment committee, Mr. Bertram reported that there had been eight meetings of the executive board during the year. He also briefly outlined the matters covered in the 32 bulletins issued to the members during the year. Regarding legislative work, Mr. Bertram said that the association had passed through a very trying season with flying colors, all bills designed to restrict or hamper the industry having been defeated. He closed with a tribute to the Perfumery Importers' Association for the growing co-operation which it has given the American manufacturers on the many problems common to both bodies.

Secretary's Report

Daniel J. Mulster then read the report of secretary Charles S. Welch which showed that there had been a net loss in active membership of five, the present total being 78, while the associate membership remained unchanged, six having withdrawn and six having been elected, the total being 126.

Two supplements to the Trade Mark book of the association were issued during the year and according to the report, there are still available at the secretary's office additional copies of the original book and of each supplement which are available to the members at a reasonable price. The report of treasurer Mulster, which was submitted in the form of an audit by the Association's auditors, showed that its financial condition continued good.

Committee on Floral Products

G. A. Pfeiffer, chairman, reported for the committee on the domestic production of floral products. His report stated that the agreement for co-operative work with the U. S. Bureau of Plant Industry continued until the end of 1932 but that sufficient funds were not available to cover the estimated cost of this work. It recommended that the new committee be authorized to solicit funds for continuation of the project.

The progress of the work thus far has not been outstanding but much valuable information has been collected which will be useful in the future. This is outlined in the report of A. F. Sievers of the Bureau of Plant Industry which was made a part of the report.

Work on Volatile Oil Plants

The work on rose geranium, according to Mr. Sievers, was not successful in Texas due to the failure of certain rooted cuttings to become established. Practically nothing was done there during 1930. In Florida, however, the work progressed favorably with a yield of oil of 7.8 pounds to the acre in one experiment. A second crop was also harvested but not distilled, being used for propagating purposes. An indicated annual yield of about 15 pounds of oil to the acre was shown. In California, a similar yield was indicated after successful experimentation.

Distillation of hybrid lavender showed the oil obtained to be distinctly camphoraceous in character and having a low ester content. Mr. Sievers believes that it may find a limited use in soaps. A large area is now being planted with genuine French lavender from which much better results are anticipated.

Work on roses has been continued with fair results.

Official Staff of A.M.T.A., 1931-32

President, H. Henry Bertram, New York City.
First Vice-President, Everett B. Hurlburt, Glastonbury, Conn.

Second Vice-President and Treasurer, Daniel J. Mulster, New York City.

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Better methods of distillation are to be adopted with the next crop and the full results will be published later.

An experiment with sweet basil in California indicated that three crops per year might reasonably be expected under normal conditions with an annual indicated yield of about 15 pounds of oil per acre.

Research Committee

Mr. Pfeiffer also reported for the research committee making the following recommendations: 1. That the research committee be continued. 2. That the new committee be empowered to solicit funds to carry on the work. 3. If it can be arranged, that the work be continued at Columbia University under the direction of Dr. Marston T. Bogert. In order to do this funds will have to be available promptly so that plans can be made.

Research Director's Report

As a part of this report, Mr. Pfeiffer submitted the report of Col. Bogert which made the following points.

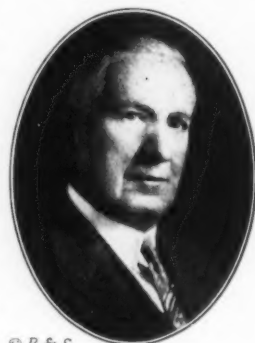
The following problems are being studied: 1. Aldehydes, a study of the changes which odorous aldehydes undergo on standing or in the presence of other compounds for the purpose of learning how to protect these aldehydes and blends containing them from alteration and deterioration. By Dr. David Davidson and Everett C. McDonough. 2. Citral,—A Study of citral to determine the best method of purification, its correct physical and chemical constants, and its chemical reactions. By Victor G. Fourman, A.M. 3. Oil of Bergamot,—An investigation of oil of bergamot to establish methods which will enable the purchaser to determine with maximum dependability but minimum effort and expense whether the oil obtained is genuine or spurious. By Donald D. Mossman, A.M. 4. Synthetic Perfumes,—The synthesis of odorous organic compounds. By Dr. David Davidson. 5. Cubebin,—By Garfield Powell, Ph.D. 6. Radiation Effects,—The influence of ultra-violet light upon terpenes. By Prof. Torsten Hasselstroem and Dr. R. Firmenich. 7. Pi-Camphor Derivatives. By Prof. Hasselstroem. 8. Retene. By Prof. Hasselstroem. 9. Cyclohexanone. By John G. Hildebrand, Jr. 10. Oil of St. Johnswort. By Prof. S. J. Marion. 11. Terpineol—A chemical investigation of the oxidation products of alpha-terpineol. By R. M. Orcutt. 12. Stereochemical Configuration.



H. H. BERTRAM
(President)



E. B. HURLBURT
(1st Vice-President)



D. J. MULSTER
(2nd Vice-Pres. and Treas.)



C. S. WELCH
(Secretary)

By P. M. Apfelbaum. 13. Development of Odor in Scentless Flowers. In co-operation with the New York Botanical Garden.

The report also listed publications by the research department during the year, a list of new equipment added, additions to the Louis Spencer Levy Collection of Books and other library acquisitions, price lists, samples, etc.

Odorgraphia Committee

Dr. Curt P. Wimmer, technical secretary of the odorgraphia committee, reported for that committee. The work done by the committee was interrupted during the year by the secretary's illness but the committee functioned during the year with the following results. It was decided that standardization work be done at first only on substances which had been purified as highly as possible, that methods of purification be suggested by members to whom substances had been assigned for study, that these suggestions be sent to the secretary and by him submitted to the committee members and that criticisms be returned to him, that all suggestions and criticisms be then submitted to the committee for consideration and adoption of the best method possible. This method requires time and funds and will be continued during the coming year.

Broadcast Advertising

President Bertram then introduced John U. Reber, vice-president of J. Walter Thompson Co., advertising agents, of New York. Mr. Reber who has been in charge of radio advertising work in his company and has made a thorough study of the methods and the results thus far achieved by this new medium, gave the results of his study and experience in an excellent address, which removed some of the many current misconceptions regarding the function and effect of broadcast advertising, and offered many useful suggestions to members who may be considering this medium for future use. Salient points in Mr. Reber's address will be found in another column.

Customers' Survey

Another speaker at the opening session was Miss Dorothy Cocks, Merchandising Counsel on Toilet Goods of New York. Miss Cocks outlined at length the results of a study which she had made for *McCall's Magazine*. This study was undertaken for the purpose of learning the real reactions of the consumers of such

merchandise to various methods of distribution and merchandising and to ascertain as nearly as possible the characteristics of the average toilet preparations consumer. It was an exceptionally interesting presentation of a composite picture of the customer and was received with much interest by the members. In another column, there appears a summary of the points made by Miss Cocks in her address.

Washington Representative's Report

The report of the Washington Representative, William L. Crounse, was presented at a special executive session of the convention for active members only. This took place on the morning of the second day. Mr. Crounse, whose work during the year has been complicated by the almost continuous session of Congress and by the final passage of a new tariff bill, gave an interesting account of his efforts.

Capper-Kelly Bill

He said that while the Capper-Kelly, so-called "Fair Price" bill had failed of passage due to the pressure of other business at the closing of the session, it would be re-introduced and its sponsors believed its chances of success were excellent. This time, Senate action will be sought in advance of action by the House.

Tariff Act

While the provisions of the new tariff act had been virtually fixed before the 1930 convention, it was not passed until later. General satisfaction with the provisions of the bill relating to toilet goods is felt but there is some dissatisfaction with the high rate enacted on hand made glass bottles.

Prohibition Enforcement

The difficulties attending the transfer of enforcement to the Department of Justice and its separation from the Industrial Alcohol Administration which remains in the Treasury Department have been worked out with eminent fairness to industrial users of alcohol. Members were urged by Mr. Crounse to make a detailed study of the new regulations just issued in order that they may not be hampered by misunderstanding. Additional legislative proposals on prohibition may be expected at the next Congress session, but they should have little effect upon industrial consumers.

Diversion of industrial alcohol has been brought to a negligible point and the attacks upon denatured alcohol as "poisoned" are gradually ceasing. Much credit

is due Dr. James M. Doran and Dr. William V. Linder for their work on denaturants.

Curative Claims

There is a tendency to exaggerate the merits of certain classes of toilet goods and to claim for them curative properties or near-curative effects. Such claims bring them under the purview of the Food & Drugs Act and liable to prosecution for mis-branding. Members have the remedy for this in their own hands by avoiding exaggerated claims.

Postage Rates

Two movements are under way for increasing the postal rates, one applying to first class mail which would increase the rate to 2½c per ounce instead of 2c as at present and the other by the Interstate Commerce Commission to raise the rates on parcel post matter. Sentiment is strong against the first measure because the first class rate is already making money. There is also a sentiment that the maintenance of the postal service is a Federal function and that it need not be self-sustaining. It seems wholly inconsistent that parcel post rates should be fixed by a commission and other rates by Congress and this is a matter which may need correction.

Increased Taxation

The huge deficit which the government is facing leads to the belief that taxes may have to be raised in spite of the fact that the administration has stated that there would be no increases. Various proposals have

been heard, including higher taxes on individual incomes in the higher brackets and an increased corporation tax. The immediate concern of the association is to oppose any efforts to reimpose the "nuisance" taxes which prevailed during and after the war.

General Counsel's Report

Abel I. Smith, New York, reported as general counsel that, while the present season had been an extremely difficult one in view of the fact that almost all of the state legislatures were in session and at a time when most of them felt the need of additional funds for emergency purposes, there had been no unfavorable legislation passed during the year. Tax bills directed against cosmetics appeared in Georgia, Illinois, Massachusetts, Louisiana, California, Arkan-

High Lights of Mr. Reber's Talk

In 1927 on the networks only, \$300,000 was spent in advertising toilet articles; in 1928 one million dollars; in 1929 two million; in 1930 \$3,200,000 and so far 1931, is 40 per cent ahead of 1930.

In the case of your magazine and newspaper, your audience is made by the editor; when you use radio, you must make your own audience.

Whatever you do in the way of entertainment must be done supremely well.

The talk about radio arousing good will is rather foolish. You either use the radio to sell your product or you quit using it.

The percentage of the public that has even the slightest objection to the most flagrant and ridiculous commercial announcement is probably less than two per cent. People don't mind being sold. The trouble is that so many folks are afraid to sell.

Recorded programs are not always successful. The advertiser usually gets into a network or quits altogether.

You have got to do more than sponsor a program.

My personal opinion is that radio can stand alone as an advertising medium. I would question the value of relating it to the use of some other medium.

sas, North Dakota, Oklahoma and Washington, all of which were either defeated or amended to eliminate toilet goods.

Pennsylvania passed a law, which was unopposed, forbidding the use of wood alcohol in toilet preparations. New Hampshire and New York presented anti-cosmetic bills which were defeated. There are still prospects of tax legislation in North Carolina, Ohio and Alabama.

In West Virginia a fight is on in the courts against a law taxing foreign corporations who ship alcoholic products into the state. The association has co-operated financially in this matter, which is not yet concluded.

The conclusion of Mr. Smith's report covered the advertising of a certain depilatory which was objectionable not only to the members but to various medical and governmental bodies. The association protested to the newspapers and magazines containing this advertising and it was discontinued in all but one of them. Mr. Smith also complemented the membership on their excellent co-operation in the matter of legislative work during the year in the several states.

Legislative Committee

The report of the legislative committee was forwarded to the convention by Chairman A. M. Spiehler who could not be present. It covered in summary the reports of the general counsel and Washington representative.

Advertising Censorship

At the afternoon session, President Bertram presented Eugene Forker, general advertising director of the International Magazine Co. Mr. Forker's experience in the advertising field with a company which numbers among its customers most of the large toilet goods manufacturers, made him admirably equipped to handle the difficult subject of "Advertising Censorship." His address is summarized in another column.

Following his address, the active members held an executive session for the purpose of discussing some of the numerous trade problems and merchandising practices which have grown up in the industry. No stenographic notes of this session were taken. Two resolutions covering the subject matter of the session were later adopted.

Dr. Doran's Address

The final business session was devoted principally to an address by Dr. James M. Doran, Commissioner of Prohibition. Dr. Doran thanked the association and especially its Washington representatives, and its two members on the Alcohol Advisory Committee, Dr. Martin H. Ittner and E. B. Hurlburt, for their splendid co-operation during the difficult period of readjustment involved in the transfer of the enforcement activities to the Department of Justice.

These new regulations, appearing after a long delay, have in the main provided that the members' affairs will be handled much as in the past. All of the problems have not been eliminated, but they are gradually being worked out.

The control policy of industrial alcohol production has been a very beneficial thing. It has not, as feared, resulted in an increase in alcohol prices, but quite the reverse.

Regarding the new regulations, Dr. Doran said that the purpose of the 90-day period on permits to purchase was to avoid the necessity of having them passed upon by the Department of Justice, which, under the Williamson law, would be necessary, should they run for a longer period. Other features of the new regulations have generally been toward liberalization.

Foreign Trade

During this session, Northam Warren, head of Northam Warren Corp., New York, spoke briefly on the situation existing in world trade. He indicated that some revision of the tariff policy of the association might be necessary to cope with the present situation and the future as regards prosperity and export business. He pointed out that the recent tariff policy of the government had resulted in a decrease in trade and in much ill will toward America and American products, and expressed the opinion that this would have to be speedily corrected.

Richard A. Hudnut Medal

Announcement was made that through the generosity of an anonymous donor, a fund had been established to award each year a medal, to be known as the Richard A. Hudnut Medal. This award will be made under the following conditions which constitute the deed of gift for the medal:

"Medal to be awarded by the Executive Board of the A. M. T. A.

"1. To provide funds for the above, a friend of our Association offers to contribute the sum of \$1,000 to the A. M. T. A., and in order to keep intact the principal of \$1,000 this friend will contribute a further sum of \$100 to pay the cost of a medal to be awarded for the year 1931.

"a. The medal to be known as the Richard Hudnut Medal.

"2. Condition of Award.

"a. That the medal be awarded to the person who during the past year or years had done the most to advance the best interests of the American Toilet Goods and/or Perfumery industry along scientific or literary or commercial efforts.

"3. Method of Selection.

"a. Any person desiring to do so may submit a name or names of suitable candidates. The submis-



W. L. CROUNSE



ABEL I. SMITH

sion of the name shall be accompanied by a written statement as to the attainments of the candidate and shall set forth the reasons for a possible award. Not later than January 31st of each year the Secretary of the A. M. T. A. shall send the names submitted, together with copies of the written statements, to each member of the Executive Board of the A. M. T. A. Within thirty days thereafter each member of the Executive Board may send a notice to the Secretary indicating his choice. No such notice received after

thirty days shall be counted. The award shall be made to a person receiving a three-quarter majority of the Executive Board. No award shall be made unless a party nominated by the members or selected by the Executive Board receives a three-quarter majority of the Executive Board.

"4. Time and Mode of Award.

"a. The award shall be made with appropriate ceremonies at the annual convention of the A. M. T. A. or such other occasion as the Executive Board may decide.

"5. Change of terms of award.

"a. Changes in the method of selection, etc., of the medal shall only be made by the Executive Board.

"6. The fund is to be invested in such security or securities as selected by the Executive Board.

"7. The principal of the fund is to be held intact, only the income thereof is to be used for paying the cost of medals."

A further description of the medal and the award of the first medal will be found elsewhere in this issue.

Resolutions Adopted

Resolution on Commissioner Doran

Whereas, the Commissioner, James M. Doran, the accomplished head of the newly organized Bureau of Industrial Alcohol, has skilfully and courageously safeguarded the interests of the alcohol-using industries during the trying period of the past year, in which the functions of the supervision of industry have been

separated from those involving the penal enforcement of the prohibition law, and

Whereas, the farsighted wisdom of Commissioner Doran's policy of restricting the production of alcohol to the legitimate needs of the country has again justified itself to a remarkable degree, therefore be it

Resolved, that the American Manufacturers of Toilet Articles in annual convention assembled hereby again congratulates Commissioner Doran upon the results he has accomplished and once more pledges to

him the hearty co-operation and support of this organization to the end that the use of alcohol shall be strictly limited to the needs of legitimate industry.

Resolution on "Honest Merchandising Legislation"

Whereas, the so-called Capper-Kelly Honest Merchandising Bill made unprecedented progress during the Congress just ended but failed of enactment for lack of time and because its promoters were unwilling to risk the forcing of an extra session of Congress, and

Whereas, the entire business community is aroused to the importance of this movement to protect legitimate industry against predatory price-cutting, and

Whereas, it is the opinion of many experienced business men that the enactment of a law per-

mitting manufacturers of trade-marked or otherwise identified merchandise to fix the resale prices thereof would go a long ways toward relieving the present widespread business depression, therefore be it

Resolved, that the American Manufacturers of Toilet Articles in annual convention assembled hereby pledges its membership to renew their activity in the interest of the Capper-Kelly Bill, both during the current recess of Congress and when the bill is again introduced, to the end that this beneficent legislation may be placed upon the statute books at the earliest possible date, and be it further

Resolved, that copies of these resolutions be forwarded to the Chairmen of the House Committee on

What Miss Cocks Found Out About Customers

The steady spenders who support the toilet goods counter are women past the middle thirties and in the forties. The time of day and the location and type of the store determine the age variations.

Rich women don't buy so much. It is the middle class woman who is the backbone of the business. And this is true in all price brackets. Eighty per cent of the business is with the middle class.

Most women ask for toilet goods by brand names.

They come to the counter as a result of advertising but they have to be sold after they get there.

The private brand line is not the serious problems which most of us think. Women feel that a brand that is known is safe to use. They may not feel that way about a private brand.

The sales girl can switch about half her customers to another line if she wants to. Part of this may be due to unfounded claims made by some manufacturers.

What women want to know from an advertisement is "Why must I use it?"

We should do something more to train the sales people who have to do 50 per cent of the selling for us.

Does the average customer use a treatment? The answer is, "Not yet, but soon."

The public is being fooled by the demonstrator at present, but it is very risky to fool the public to that extent over a period of time.

The average customer uses about four treatment items, two creams, a finishing preparation and powder.

Women will go long distances to get toilet goods, anywhere from 15 to 150 miles in some localities.

Women like to buy in department stores rather than drug stores, principally because the salesmanship is better in the department store.

Interstate and Foreign Commerce and the Senate Committee on Interstate Commerce.

Resolution on Proposed Increases in First Class Letter Postage

Whereas, all business is dependent upon the lowest possible postage rate on first class mail which now produces a profit of over \$75,000,000 annually while other classes make little or no profit, and second class mail shows a deficit of more than \$94,000,000, therefore be it

Resolved, that the American Manufacturers of Toilet Articles in annual convention assembled hereby earnestly urges upon the Congress of the United States the undesirability of any increase in the rate on first class letter postage, believing that the higher rate would operate to the detriment of all business and should be avoided, especially at a time when the entire business community is striving against a world-wide era of depression, and be it further

Resolved, that copies of this resolution be forwarded to the House and Senate Committees on Post Offices and Post Roads.

Resolution on Proposed Increase in Parcel Post Rates

Whereas, through legislation of doubtful wisdom and constitutionality Congress in the past has delegated to the Interstate Commerce Commission the power to regulate the rates of postage on the parcel post, and

Whereas, during the recent Congress Senator McKellar of Tennessee introduced a bill (S-5365) divesting the Commission of this authority, and

Whereas, the American Manufacturers of Toilet Articles were firmly convinced that the clothing of the Commission with power to regulate parcel post rates is an improper, not to say unconstitutional delegation of the authority of Congress, and

Whereas, it is wholly inconsistent that all rates of postage except those on parcel post should be fixed by Congress while the parcel post rate, of great importance in many lines of business, should be subjected to manipulation by an executive agency which has no direct responsibility to the people as an elective legislative body, therefore be it

Resolved, that the American Manufacturers of Toilet Articles hereby urges upon Congress the necessity of the speedy enactment of a law divesting the Interstate Commerce Commission of authority to fix parcel post

rates and restoring that function to the Congress of the United States.

Resolution on President Bertram

Whereas, President H. H. Bertram has directed the activities of the Association with great skill and marked diplomacy throughout the past year and has secured an unusual measure of co-operation from our members, which has added greatly to the efficiency of our organization, therefore be it

Resolved, that this Association in appreciation of Mr. Bertram's services extends to him a cordial vote of thanks.

Resolution on Washington Representative

Whereas, W. L. Crounse, our Washington representative, and Abel I. Smith, our Counsel, during the past year have continued to give the Association their loyal and conscientious service and have by their watchfulness protected and furthered the interest of our membership, therefore be it

Resolved, that we tender to Mr. Crounse and Mr. Smith our sincere thanks and appreciation.

Resolution on The American Perfumer

Whereas, THE AMERICAN PERFUMER throughout the past year has again devoted much valuable time and space to the interests of our industry and especially to the general welfare of the American Manufacturers of Toilet Articles in the dissemination of useful information, therefore be it

Resolved, that this Association expresses its hearty appreciation of the enterprise and public spirit shown by THE AMERICAN PERFUMER and tenders the hearty thanks of the Association to that

journal and to its staff, particularly the publisher, Mr. Louis Spencer Levy, Mr. William Lambert and Mr. S. L. Mayham.

Resolution of Thanks to Hotel Ambassador

Whereas, the manager and staff of the Hotel Ambassador have shown both diligence and courtesy in looking after the welfare and comfort of the members of the American Manufacturers of Toilet Articles in attendance upon this convention, therefore be it

Resolved, that the thanks of this Association are hereby tendered to the Hotel Ambassador and its staff who have done so much to make this meeting a notable success.

Points Made by Mr. Forker

The solution of the question of copy censorship must lie in the matter of restraint and fairness on your part to one another.

Either you are going to have government censorship or you are going to force the publishers to establish a censorship bureau of their own.

In the publishing business we recognize that you are entitled to what might be termed "poetic license" in describing your product, but when you devote space to taking a "sock at" your competitors, I wonder if you are not hurting your whole industry.

I wonder how much the razor industry ought to pay the depilatory industry for the number of customers it drives back to using razors by its advertising claims.

The public can be fooled for a time and quite often is, but it usually catches up with its deceiver.

You would be examined as to your sanity if you deliberately bought space in which to say "all creams, lotions, powders, perfumes, etc., are the 'bunk'" and yet you imply that this is so when you disparage all such products but your own.



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G. A. PFEIFFER



C. S. PEARCE



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NORTHAM WARREN

Resolution of Thanks to Entertainment Committee

Whereas, the present convention of our Association has been marked by certain innovations which have contributed largely to making it one of the most successful in the history of the Association, and

Whereas, our Entertainment Committee and Frank J. Lynch, its Chairman, have given much time and effort to the arrangement of a program that has given great pleasure to our members and guests, therefore be it

Resolved, that the thanks of our Association be extended to Mr. Lynch and his committee for their efforts in our behalf.

Resolutions on Work of Publications on the Abuses of Substitution

Whereas, the Association of the American Manufacturers of Toilet Articles, at its 37th annual convention, has taken cognizance of the good work now being carried on by certain of the publishers of magazines in an effort to familiarize their readers with abuses attending the attempt to practice substitution of merchandise upon consumers making purchases at toilet goods counters, therefore be it

Resolved, that this Association go on record as being heartily in favor of this good work on the part of said publishers and that all publishers contemplating and desiring to extend such educational campaigns through their editorial columns be notified of this resolution, and that a copy of this resolution be furnished to such publishers and advertising agencies.

Resolution on Censorship

Whereas, it has come to the attention of this Association that several publishers are taking an active stand on the question of censoring alleged derogatory claims regarding toilet preparations in the advertising submitted to them by manufacturers, therefore be it

Resolved, that this matter be referred to the Executive Committee of



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the Association for such consideration and action as may be necessary.

Election of Officers

The officers who had served the association so well during the last year were unanimously re-elected for another term and the retiring members of the executive board were also re-elected. The complete official roster will be found on page 125. The election and installation of officers and members of the executive board, brought the business sessions of the convention to and end in ample time to allow members to prepare for the final event, the annual banquet of the association which brought the meeting to a close.

Entertainment Features

Setting a new high record for interest, the convention also set a new record for entertainment. Beginning on the opening night, every moment was crowded with a feature of special interest and pleasure. The theatre party was held on the opening night and more than 400 witnessed a performance of "Grand Hotel," possibly the most popular of the season's New York successes. Following the performance, commodious buses conveyed the party back to the Ambassador for an excellent theatre supper and dancing was enjoyed until an early hour.

A fashion show, arranged for the following afternoon, provided excellent entertainment for the ladies while the members were wrestling with business problems. The evening, as usual, was left open so that members could arrange private parties for their own entertainment.

The culminating feature, was as usual, the annual banquet which closed the meeting. Speeches were taboo and aside from the formal award of the Richard A. Hudnut Medal to Louis Spencer Levy and a brief speech of acceptance by the Medalist, the evening was left open for pleasure and entertainment. The party closed at an early hour with most of the more than 600 still in at-



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tendance and none apparently anxious to hear the final "Home, Sweet Home."

Acknowledgments

The committee and the association made the following acknowledgements of gifts toward the success of the convention: Boxes for Souvenirs, Lorscheider-Schang Co.; Music, F. J. Lynch, Sewell H. Corkran, Karl Voss, William C. Loung and L. S. Levy; Men's souvenirs, Scovill Manufacturing Co.; Printing of programs and tickets, National Art Co.

* * * *

Present at the Convention

Honorary Member

William A. Bradley Pleasantville, N. Y.

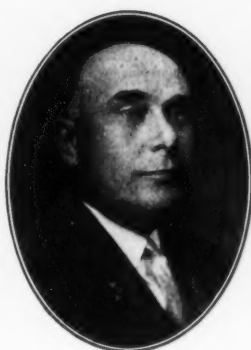
Active Members

Armand Co. Des Moines, Ia.
H. W. Miller
A. P. Babcock Co. New York City
H. H. Bertram
Blasco Parfumeur Brooklyn, N. Y.
Gaston J. Block Sr., Gaston J. Block Jr.
Bliss Laboratories, Inc. New York City
Felix Levy
California Perfume Co. New York City
D. H. McConnell, Jr., A. D. Henderson, W. Van Allen Clark
Citizens Wholesale Supply Co. Columbus, Ohio
S. J. Schwarzwald
Colgate-Palmolive-Peet Co. Chicago, Ill.
Arthur H. Ingalls
Daggett & Ramsdell New York City
Chas. L. Bowman
Martha Matilda Harper, Inc. Rochester, N. Y.
Warren Van Kirk
Richard Hudnut New York City
G. A. Pfeiffer, C. Leonard Pfeiffer, Henry G. Dusenbury, K. W. Tracy
Jaciell Perfumers New York City
Chas. W. Dorn
A. J. Krank Co. St. Paul, Minn.
Albert O. Washburn, J. B. Haberkorn
Larkin Co Inc. Buffalo, N. Y.
John A. Handy

Lehn & Fink Bloomfield, N. J.
W. H. Gessel, J. W. Newman (Dorothy Gray)
Leigh, Chemist, Inc. New York City
R. C. Vaughn
Lever Bros. Co. Cambridge, Mass.
William Phillips
Lightfoot Schultz Co. Hoboken, N. J.
W. L. Schultz
Marinello Co. New York City
E. G. McDonough, C. F. Peehl
Mennen Co. Newark, N. J.
William G. Mennen
Mulhens & Kropff, Inc. New York City
William Kropff, William F. Kropff, D. J. Mulster
Oxzyrn Co. New York City
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Pond's Extract Co. New York City
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Pinaud, Inc. New York City
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Plough, Inc. Memphis, Tenn.
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Storfer Laboratories, Inc. New York City
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Northam Warren, P. W. Marshburn, O. C. Olin, M. T. Brekke, J. B. Cobrain
The J. B. Williams Co. Glastonbury, Conn.
Everett B. Hurlburt
Ar. Winarick, Inc. New York City
Nat Winarick, Jos. A. Gallagher

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Herbert H. Hall



E. J. GRIFFING



DR. E. G. THOMSSSEN



S. H. CLARK



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G. Lloyd, Paul D. Scott.
Charabot & Co.Grasse, France
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Homan, T. G. Ward, Clarence H. Campbell, R. B.
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P. R. Dreyer, E. R. Vetterlein, F. C. Thiele
Fillkwik Co.Attleboro, Mass.
A. Graham Shields

Flora Aromatics Co.New York City
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Florasynth LaboratoriesNew York City
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Edwin T. Booth, Frederic B. Smith, C. L. Weston,
R. J. Weber
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Walter A. Goertz, L. P. Dickey
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Hazel-Atlas Glass Co.Wheeling, W. Va.
Alfred F. Brady, J. H. Majesky, C. G. Lucas
Heine & Co.New York City
Theo. Schulze-Berge, A. L. Ritch, C. E. Tompkins,
H. W. Ferguson
Helfrich Laboratories of New York....New York City
J. H. Helfrich, W. F. Zimmerman, F. C. Wilckens
Imperial Metal Mfg. Corp.Long Island City, N. Y.
Carl Bomeisler, Alfred E. Bomeisler
Innis Speiden & Co.New York City
Geo. B. Laing
C. E. Ising Corp.Flushing, L. I., N. Y.
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Keller Dorian Paper Co., Inc.New York City
Elmer S. Moore
Richard M. Krause, Inc.New York City
Richard M. Krause, Sr., Richard M. Krause, Jr.
J. Landowne Co., Inc.Brooklyn, N. Y.
Jos. Landowne, Oscar Bloom
Liberty Can & Sign Co.Lancaster, Pa.
J. H. Braselmann, N. P. Courtney
Lorscheider-Schang Co.Rochester, N. Y.
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Geo. Lueders & Co.New York City
Edward V. Killeen, F. J. Lueders, H. W. Heister

- Majestic Metal Specialties Co.New York City
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- Metal Package Corp.New York City
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- M. Naef & Co.Geneva, Switzerland
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- National Art Co.New York City
R. F. Kinney
- New England Collapsible Tube Co..New London, Conn.
W. K. Sheffield, C. E. Hemingway
- Newport Chemical WorksPassaic, N. J.
Elvin H. Killheffer, A. W. Mudge, Giles Low, A. H.
Moeller, Alphonse Pillet, L. F. Koberlein
- Norda Essential Oil & Chem. Co., Inc...New York City
H. J. Kohl, W. H. Rouse
- Owens-Illinois Glass Co.Toledo, Ohio
Smith L. Rairdon
- Peerless Tube Co.Bloomfield, N. J.
Geo. S. Neidlinger, Frederick Remington
- Perfumer Pub. Co.New York City
L. S. Levy, Wm. Lambert, S. L. Mayham, H. R. M.
Gordon, M. Burns
- Perfumers & Jewelers Box Co.New York City
E. Sondheim
- Pope Publishing Co.New York City
F. J. Pope, C. R. Keeley, J. M. Doherty, Jr., Maurice
Coughlin
- John Powell & Co.New York City
G. R. Rinke, Robert C. Kelly
- Randolph Paper Box Co.Richmond, Va.
N. V. Cavanaugh, E. C. Van Slyke
- W. C. Ritchie & Co.Chicago, Ill.
C. T. Simpson, L. H. Brodrick
- W. F. Robertson Steel & Iron Co....Springfield, Ohio
I. F. Roberson
- Rossville Commercial Alcohol Corp..Lawrenceburg, Ind.
J. Wafer, J. McInnes, John J. Butler, Jr.
- E. N. Rowell Co., Inc.Batavia, N. Y.
Sewell H. Corkran, Ross A. White
- Sagamor Metal Goods Corp.New York City
Geo. Gussof, Daniel Brandenstein, Frank W. Mahr
- Geo. Schmitt & Co., Inc.Brooklyn, N. Y.
Wm. H. Gunther
- Scovill Mfg. Co.Waterbury, Conn.
C. P. Cook, L. R. Root, G. G. Grant, E. J. Hemlock,
Robert L. McKnight, P. Y. Young
- Shipkoff & Co.New York City
C. G. Euler
- Geo. Silver Import Co.New York City
Albert Delavigne, L. J. Zollinger, Alvin E. Smith
- L. Sonneborn Sons, Inc.New York City
C. Tyson Smith, Julius Flescher
- Stanley Mfg. Co.Dayton, Ohio
E. H. Rogge
- Sun Tube Corp.Hillside, N. J.
W. M. Rose, J. Friden
- Swindell Bros.Baltimore, Md.
W. B. Swindell, Jr., R. H. Swindell, Jos. B. Scott
- Synfleur Scientific Laboratories ...Monticello, N. Y.
Luis de Hoyos, Alois von Isakovics
- Tin Decorating Co.Baltimore, Md.
Wm. H. Green, Jules Smucker
- A. M. Todd Co.Kalamazoo, Mich.
Paul H. Todd
- Tombarel FrèresGrasse, France
Chas. H. Alker
- Topics Publishing Co.New York City
Jerry McQuade, Dan Rennick, E. D. Odell, Johnson
Rogers
- Ungerer & Co.New York City
F. H. Ungerer, Charles Fischbeck, Rupert C. Wat-
son, George V. Branigan, A. T. Frascati
- U. S. Industrial Alcohol Co.New York City
Paul Harrison, A. F. Wortman
- van Ameringen-Haebler, Inc.New York City
A. L. van Amerigen, Wm. T. Haebler, Carl Schaet-
zer, H. F. Croen, Sidney Friend, R. B. Stoddard, Geo.
J. Tombak.
- Van Dyk & Co.New York City
Max Isermann, Sam Isermann
- Albert Verley, Inc.Chicago, Ill.
D. A. Bennett, C. A. Senger
- Karl Voss Corp.Hoboken, N. J.
Karl Voss, J. S. Leigh, J. A. Noble, Jr.
- Waterbury Paper Box Co.Waterbury, Conn.
F. L. Butz, H. T. Warren
- T. C. Wheaton Co.Millville, N. J.
E. S. Hagerthey, T. C. Wheaton, Jr.
- Jas. A. Webb & Son, Inc.New York City
A. F. Wortman
- White Metal Mfg. Co.Hoboken, N. J.
Stanley M. Rumbough, Eugene S. Lucas
- Whittaker, Clark & DanielsNew York City
Samuel H. Clark, Harold G. Robinson, Clarence E.
Clark
- A. H. Wirz, Inc.Chester, Pa.
Sewell H. Corkran

Visitors

- Artcote Papers, Inc.Irvington, N. J.
Ed G. Straus
- Dr. Marston T. BogertNew York City
Director of Research Department
- Bourjois, Inc.New York City
B. M. Douglas, Jr., Paul H. Douglas, Pete Leube,
Harris Whittaker
- Margaret Brainard, Inc.New York City
James C. Jones
- Dorothy CocksNew York City
- W. E. CosgroveNew York City
- W. L. CrounseWashington, D. C.
Washington Representative
- Geo. G. Fries & Co.New York City
Geo. G. Fries
- Theo. W. Foster & Bro. Co.Providence, R. I.
Ralph W. Wilson
- John A. Handy, Jr.Buffalo, N. Y.
- Hess Perfume Co.Rochester, N. Y.
Col. F. J. Hess, J. De Maria
- Houbigant, Inc.New York City
L. Bezard
- L. KoleffKazanlik, Bulgaria
- Frank J. LynchMaplewood, N. J.
Chairman, Entertainment Committee

McKesson & RobbinsBridgeport, Conn.
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 Walter MuellerUpper Montclair, N. J.
 N. Y. Scientific Cosmetic Labs., Inc.New York City
 N. N. Marcotoon
 Pennsylvania Drug Co.New York City
 F. G. Griffiths
 J. V. Pilcher Mfg. Co.Louisville, Ky.
 John F. Babbitt
 R. F. Revson Co.New York City
 R. F. Revson
 G. A. RussellNew York City
 L. A. Salomon & Bro.New York City
 A. A. Kramer

Jay H. SchmidtNew York City
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 General Counsel
 Donald M. SmithNew York City
 Veolay, Inc.New York City
 Richard Grant
 C. S. WelchNew York City
 Dr. Curt P. WimmerNew York City
 Won Sue Fun, Inc.New York City
 Martin P. Freese
 C. P. WorthNew York City
 Yardley & Co.New York City
 Cecil Smith
 L. Douglas YoungNew York City

The Production Man's Diary

By
 Francis Chilson

SOME purchasing agents are more difficult to see than the President of the United States. Of course salesmen do waste a lot of time that is needed for essential routine, but new things are happening so fast that the purchasing agent who refuses to hear every salesman's story is injuring himself and his company. Salesmen should be looked upon as traveling educators; everyone of them has something that is a little different, and his presentation argument, if intelligently developed by pertinent questioning, will develop new angles on other similar products. Whether a purchasing agent has use for a salesman's product or not, it will repay him to learn about it anyway. He can never tell when in emergencies just that little bit of information will be enormously useful. Every purchasing agent should religiously set aside definite days for interviews. These days should be published in some manner, so that salesmen do not waste time calling on days upon which no interviews are given excepting by special appointment. This is fair to the salesman; equally so to the purchasing agent.

The production man is more or less cut off from contact with the trade excepting through his trade papers, and he, especially, should make it a point to interview equipment salesmen in particular. I know of no better way of keeping up to the minute on new developments in equipment and production, than by telling an equipment salesman that his "stuff is no good because "So and So" has just brought out a new machine that is a world beater." You'll find out promptly whether the machine referred to is a world beater or an egg beater!

Paper stock for machine labeling should never be in excess of fifty-five pounds unless the design calls for embossing, (which should be avoided if possible because it tends to lock the labels in the magazines) and in this case, it should not be more than sixty-five. If embossing must be employed in the design it should be distributed evenly over the surface of the label; it should be shallow, and the embossing dies should be made with rounded edges to obviate locking. Paper

stock should be well sized to prevent too quick absorption of the glue. Very heavy coatings should be avoided in order to prevent cracking and marring in quick application. The weight of the paper stock should be graduated according to the size of the containers. A paper stock that is all right for a six ounce bottle will be like a spring-board on a two ounce. The grain should run across the label, or in other words, should follow the printing to prevent tearing, cracking, and curling. Finally, it is risky to purchase labels from a printer or lithographer who has had no experience in making machine labels.

* * * *

I should like to know the reactions of the chemists of the trade to the growing tendency of national advertisers to support their ballyhoo with statements from eminent scientists and scientific foundations. I have in mind, specifically, the recent advertising of a certain shoe company and still more recently that of a bread company. All this may be absolutely honest, but if it is overdone and the American public loses its fine faith in science, as it has lost its faith in testimonial advertising, then, woe be unto us!

* * * *

Now that vitamins are the order of the day, I suppose it will not be long before some progressive house produces an irradiated tissue cream. I can already see a slogan in print:—Take Your Vitamins A, B, C, and D through Your Hide As the Sun Gives Them To You! Use XYZ's Skin Food. And if you don't know your alphabet, use it anyway!

* * * *

With the bathing season coming on apace, I am wondering why some alert house does not produce a nail-gloss for feminine toe-nails. Those I saw on the beaches last season were pretty ugly and certainly needed it. But maybe women don't want you to admire their toes.

* * * *

Summa Cum Laude

Pinaud's for something new in collapsible tubes . . . Dr. Ernest S. Guenther for a vivid word picture of Euro-Asia in the first part of his article on The Flower Fields of Egypt, published in the April PERFUMER . . . Northam Warren for a snappy speech at the Convention (read by me as I sniffed my Scotch Heather in bed) . . . St. Gaudens for The Adams Memorial in Rock Creek Cemetery, Washington, D. C.

Editorials

The American Perfumer

and Essential Oil Review

Registered U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

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Vol. XXVI. No. 3

May, 1931

The Convention and the Future

ANOTHER successful convention of the American Manufacturers of Toilet Articles has passed into history. The annual banquet of the association on April 23, brought to a close the latest in the long series of meetings, ending a convention which was notable especially for the success of its entertainment features and for the new attendance record which it set.

The business programs too, were interesting and instructive. The speakers were well chosen, knew their subjects, and understood how to present them in interesting fashion. The reports of the standing committees and of the Washington representative and general counsel showed that the association has been eminently successful in the fields to which it has chosen to limit its activities. Not a single bill adverse to the interests of the association was passed during the year despite the fact that practically all of the state legislatures were in session and most of them were faced with the necessity of raising emergency funds by special taxation.

By re-electing its former officers and executive board members, the association showed its appreciation of the time and effort which these men have expended in its behalf during the last year. It could hardly have chosen better than to retain the group which has functioned so effectively and unselfishly.

Could the A.M.T.A. be made even more useful and effective as the industry's representative body? Without detracting at all from the splendid record of accomplishment of the past it must be said that it could. The things which seem most needed are a greater representation of the industry's leading houses and a broader program of association activity maintained throughout the year.

The things which have been attempted have been done well. Probably it would be asking too much of the busy men in whose hands the general direction of the association activities has been, that they give more of their time and energy to its affairs. But there remain many things which could be accomplished for the industry. To mention but a few: there is at present no adequate body of statistics covering the industry and especially its wholesale and retail outlets; credit work in the industry is exceedingly difficult because there is no central credit organization; cost systems vary widely and need much study; adequate information on the various selling plans, their strong and weak points, is available nowhere; co-operative work on the matter of foreign competition and on the frequent attacks upon the industry by physicians and others deserves more consideration. And as many more subjects might be named did not space prevent.

It would be unfair and unreasonable indeed to ask the officers and executive board to give detailed attention to all of these questions. But there is a method by which they could all be handled. What is needed for the purpose is a permanent organization headed by an efficient full time executive secretary. The remarkable work done in other industries by such organizations need hardly be called to the attention of the industry. We might mention the paint and varnish industry, the cement industry, and closer home, the soap industry, as outstanding examples of what a permanent organization and a capable secretary can accomplish. Would the members of the association and those in the industry, but outside the membership at present, profit by such an organization? There can be only one answer.

In his excellent report, the Washington representative at this year's convention referred to membership in the association as a franchise which carried with it the hallmark of quality and excellence, and stressed the importance of maintaining this high standard of excellence in passing upon applications for membership. Indeed, this must be maintained if the association is to continue to hold its standing with business and government. But an active membership of about eighty does not by any means include all the houses of standing in our progressive and growing industry.

The association has much to offer the manufacturer of perfumes and toilet preparations. Why then is its active membership comparatively small? There may be many reasons. The country is a broad one and the manufacturer in California cannot come East for the annual convention at which virtually all the work of the association, aside from

OUR ADVERTISERS

ROLAND G. E. ULLMAN
Philadelphia, Pa.

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW,
432 Fourth Ave., New York City.

GENTLEMEN: We are glad to send in our renewal contract for 12 pages in THE AMERICAN PERFUMER on behalf of our client, the F. J. Stokes Machine Company.

The records which this company has kept over a period of years show that THE PERFUMER has been a consistent puller, and we are very glad, therefore, to look forward to the continuance of this pulling power during 1931.

Sincerely,

ROLAND G. E. ULLMAN, ADVERTISING.
H. M. BUCKMAN, Vice-President.

its legislative activities, is done. The small but reputable manufacturer may find the cost high in comparison with what he expects to gain in benefits, or he may feel that the load should be carried by his bigger brother. In addition he may feel that his counsel and advice are unimportant, or be diffident about applying for membership in a body, at present more or less limited to his larger competitors.

There is a method of overcoming these difficulties which has been tried with success by some of the most important trade associations. This may be termed, for want of a better name, the "Regional Group Plan." Under it, each center of toilet goods production could be organized in a local club or association, affiliated with the national organization. These local clubs could handle purely local matters, could meet frequently to discuss their own and national problems, could be kept in touch by the central organization with topics of general trade interest, and could send delegates each year to the annual convention.

These delegates would be posted on national matters, would have in mind the sentiments of the local membership, and, being backed by a strong local organization, could be depended upon to voice the views of their associates. A convention of such delegates and all other members who could attend would be an interesting and important event, and what is more, would accomplish more than merely a general gathering of members such as is possible at present.

Such an expansion of the association's activities and membership would strengthen its voice on the legislative and other problems so efficiently handled at present and would provide in addition a body equipped to handle almost any trade problem which might arise. Difficulties there are in the way of the accomplishment of any such plan. But other industries have surmounted the same difficulties.

Naturally, nothing of the sort can be accomplished at once. Careful consideration and much hard work are necessary before even a start can

be made. We do not advance the proposals as something to be accomplished in a hurry. But we would urge the membership and the executive board to give them careful consideration during the coming year. The time has come when the A.M.T.A. must journey into broader fields of usefulness. The past has been glorious but we must look to the future. Our industry is now one of the country's greatest. Let us keep pace with it by building an association which can effectively cope with its increasingly complex problems.

The New Regulations

THE industry awaited with no little anxiety the issuance of the new regulations No. "2" and No. "3" for the administration of the laws relating to industrial alcohol. To many, the continued delay in their issuance seemed to augur strange and unusual changes which might place a further burden on industrial alcohol consumers.

Now that they have finally appeared and we have had time to compare them with the old ones bearing the same numbers many of us must breathe a sigh of relief and thank the governing powers for Dr. James M. Doran and his sane and constructive outlook on industry and alcohol. Almost every paragraph of the new regulations shows his fine hand working for those who must depend upon alcohol as a necessary raw material.

It is not our purpose here to undertake a long analysis of the rather voluminous regulations. Such detailed explanation as is necessary has been taken care of in our Washington correspondence. We need perhaps to emphasize only two points. The one is the limitation of permits to withdraw spirits to a ninety day period and the other the greatly liberalized provisions with regard to flavoring materials.

The first of these two provisions, which may seem drastic to some, was inserted in order that the handling of these permits might be the exclusive property of the Treasury Department and might remain in Dr. Doran's hands and under his control. A longer period would have necessitated the approval of the Department of Justice and might readily have resulted in delays and difficulties. The latter provision allows for the development and use of new synthetic flavoring materials and for the waiving of the requirement as to ester content in such cases, when the finished product is shown upon laboratory analysis to be "unfit for use as a beverage or for intoxicating beverage purposes." This will permit ethyl vanillin and other new synthetic flavors to be employed where under the old regulations, their use was next to impossible.

Difficulties and delays there may be in some of the new provisions. They would be present under any set of regulations which it would be possible to draft. But we feel that the industry has indeed fared well and that it owes a debt of gratitude to Dr. Doran and his advisers which can only be repaid by careful observance of the rules and a spirit of willingness to share with him the difficult problem of alcohol administration.

The Richard A. Hudnut Medal

*Annual Award Established and Endowed for
Outstanding Services to the Industry.*

by S. L. Mayham

AN outstanding event at the annual convention of The American Manufacturers of Toilet Articles was the establishment of a fund to make possible each year the award of a medal to the person who, during the previous year or years, has done the most to advance the best interests of the American toilet goods or perfumery industry along scientific, literary or commercial lines.

The medal was made possible by the generous gift of an anonymous donor who established the fund to be administered by the Executive Board of the Association under certain rules, laid down in the deed of gift. Most appropriately, the medal has been named for an outstanding pioneer in the American perfumery industry, the late Richard A. Hudnut, who was without doubt the foremost American perfumer of his time.

The custom of presenting medals for outstanding accomplishments has come down from ancient times and the establishment of such awards for scientific, commercial or literary work is by no means new. The scientific societies here and abroad, and especially those connected with the chemical and allied industries, have long awarded medals and some of these, notably the Hanbury, the Perkin, the Nichols and others have come to be regarded, not merely as awards, but as the industry's definite recognition of the accomplishments and standing of those to whom they have been awarded.

The perfumery and toilet preparations industry has until this year been without such an award. Accomplishment in these fields has from time to time been recognized by resolution at the annual conventions of the American Manufacturers of Toilet Articles and its predecessor, the Manufacturing Perfumers' Association; but such recog-

nition could not but be more or less ephemeral and forgotten with the passage of time. The Richard A. Hudnut Medal fills a very definite need for the industry; and the method by which it is to be awarded

each year guarantees that it will grow in importance, value and public recognition with each presentation.

The first award was made at the annual banquet of the American Manufacturers of Toilet Articles, just held in New York. Upon that occasion, President H. Henry Bertram presented the first Richard A. Hudnut Medal to Louis Spencer Levy, publisher of this journal, "for twenty-five years of constructive service to the interests of the industry." Responding, the Medalist expressed his deep appreciation of the award, paid a tribute to his associates and pledged the continuation of his and their best efforts to the advancement of the industry.

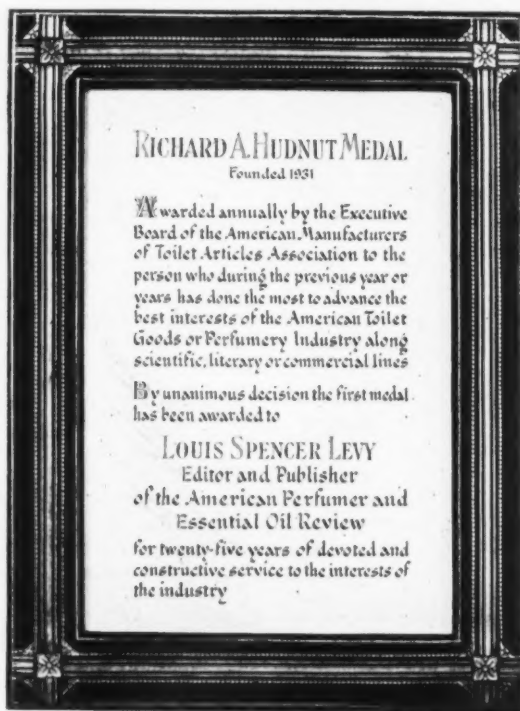
The Medalist is too well known to readers of his publication to require introduction or encomium, nor is this the place for such expressions. Connected with

this journal from its inception, twenty-five years ago, he has spared neither time nor effort to advance the industry's interests. He has also contributed generously to its scientific advancement by the establishment of a Fellowship and a Library in its interest at Columbia University.

It is with extreme pride and pleasure that this writer extends to the Medalist, on behalf of his staff, congratulations on this culminating event of his Twenty-fifth Anniversary Year, and pledges to him, to the Association and to the industry the best efforts of which they are capable to continue in the path which he has marked out and to demonstrate their faith in the principles and ideals which have guided him during the years which he has devoted to the service of the industry.



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THE MEDALIST



THE FIRST MEDAL AWARD

A Czar For Toilet Goods?

*Do We Need a Figurehead to Act Upon
Some of Our Numerous Problems?*

by Donald S. Cowling

IF we were to list on this page the topics most discussed in toilet goods circles to-day the outstanding characteristic of the list would be its familiarity. The subjects that were the lions in the path of ethical toilet goods progress ten or fifteen years ago bulk just as large to-day, and seem not to have been affected in the least by hundreds of hours' consideration and thousands of words written and spoken about them.

In an industry as large and as active as the toilet goods industry there is *per se* much, both in method and procedure, that will not bear analysis. Let me hasten to disclaim any thought that such a condition is peculiar to the toilet goods business. Every large industry is subject to the "growing pains" so lightly regarded in the youth of the human species. But the toilet goods industry is closer to us than any of the others, and any regulation of it can and should be best undertaken by those directly concerned.

The term "toilet goods industry" is not lightly to be defined. Under that heading come the producers of raw material, the manufacturers of the finished product and their associated manufacturers of packages for that product, the distributors of the finished product, the stores which are the outlet for the producers and manufacturers and their associates, and finally that vast army of contact, the advertising men, the salesmen and the demonstrators. The inclusion here of the stores that act as distribution points for the products of the toilet goods industry might be questioned were it not for the definite effect that the practices of some of them have upon the practices of some of the manufacturers. It is not within the province of these notes to inquire into the source of certain customs or methods of procedure that seem to be generally used, if not accepted, in the toilet goods industry to-day, but since their existence is predicated upon their being shared by both manufacturers and stores, it seems reasonable to include the stores under the heading of the toilet goods industry as we discuss it here.

Perhaps we can focus our discussion more effectively by listing a few of the topics that seem always to

bulk large in any conference of toilet goods executives but seem equally never to be perceptibly affected: *Demonstrations, Returned Goods, Price Cutting, Special Discounts, Consignments, "P. M.s," Co-operative Advertising, The line of demarcation between, "Perfume Lines" and "Beauty Treatment Lines," Imitations and Infringements.* Probably everyone reading this can add to this list but these will do to get on with.

Some years ago the agitation concerning demonstrations gave indications of coming as near to a settlement of the problem as had been attained before or since. The plan then was to label demonstrators so plainly that every customer approaching the toilet goods counter would perceive clearly that she was dealing directly with a manufacturer's representative. Each girl was to be garbed in a black uniform, with a badge prominently displaying the message that she was the representative of the manufacturer behind whose display she stood. A definite date was set upon which all demonstrators were to don this garb in which they were to appear thenceforth, and a creditable number of stores actually adopted the plan. Nothing came of it, however. The stores which had

not subscribed to the plan in the beginning never came any nearer to it, and the stores which had soon dropped it. Who is to say now, without reference to the relative merit of the plan itself, whether its abortive death was attributable to the manufacturers or to the stores?

Comparatively recently, several nationally famous stores have announced the discontinuance of all demonstrators in their toilet goods departments. On the face of the statement, this is a step toward stabilization. But as the actual facts are revealed, can either the manufacturer who continues to contribute a weekly check to the store for "display and co-operation" or the manufacturer either not invited or not willing to make such payments affirm that it is a step forward? What the results of such "discontinuance of demonstrations" will be both in the sales of the stores and the manufacturers concerned is not within the scope either of



WILL H. HAYS



JUDGE LANDIS

CZARS OF THE MOVIES AND BASEBALL

our information or our province to say, but in a field as highly competitive as toilet goods one may confidently expect definite indications.

The holiday season just past brought forcibly to the front the question of what is going to be done about returned goods. The closing months of the year found business, usually a landslide of orders at that time, broadly speaking not so much easier to get than at any other time of year, and some manufacturers were led to forget the day of reckoning in the desire for immediate action. One of the very well known department store toilet goods buyers said to me in November, "What am I to do? The representatives of these manufacturers come to me saying, 'Now, since you can't get an order through for the amount of our line that you should have to carry you through the holiday season, I'll make you up the assortment you ought to have, send it to you at once, you display it and do all you can with it, and after Christmas you just pay for what you've sold and send the rest back to us.'" The buyer spread out his hands appealingly. "Since I am having such a battle to get orders signed I can't do anything else but take advantage of those offers. I know those lines aren't always the ones I'd like to feature, but I have to make my showing during the holiday season, and after that it's up to them to worry, not me."

This might have been all very well, except for the fact that certain buyers or certain stores concluded the precedent to be established, and exerted pressure to force all manufacturers to take back at store inventory time whatever merchandise they wished to send. And, of course, certain manufacturers not at all allied with those who had made the suggestion in the Fall weakened under the pressure and met the demands of the stores, which in no sense made easier the task of those manufacturers who stood by their guns. The net result of it all was endless discussion and quibbling and a general feeling of dissatisfaction all around, except that one might hazard the guess that several hard

lessons were expensively learned by all concerned.

The subject of price cutting is such a bitter one that one hesitates to broach it at all. It is a question that has perhaps engaged more time, effort and money than any other problem of modern business, yet we are not more than halfway to a solution. The subject is far broader than the toilet goods industry, yet it has certain ramifications within our industry that are peculiar to it, and regardless of what may be done generally, provision will always have to be made for dealing with it in our own field.

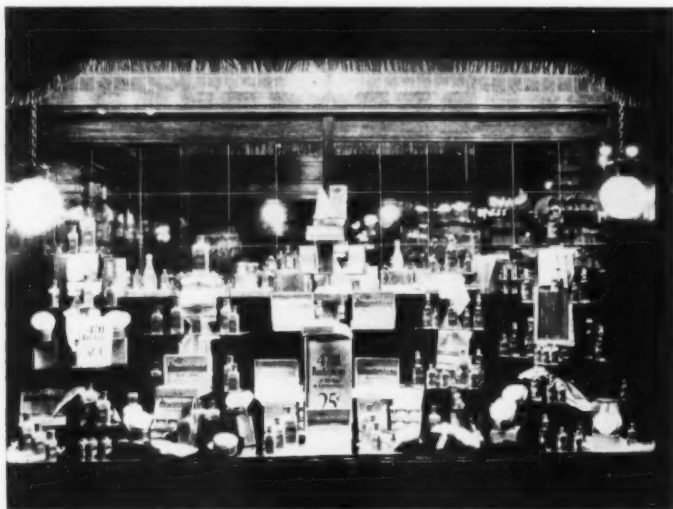
In an industry as highly competitive as toilet goods the temptation to give just a little more than the other fellow always exists. Dealers are not slow to realize their power in forcing an issue of this kind, and particularly in the past year have some stores made a point of it.

"Surely," they say, "you can't expect us to continue to take an interest in your line when you give us only the same discount that you give everybody. The mere fact that your merchandise is being pushed and featured by our store is valuable to you. For us to continue that, however, it is going to be necessary for us to have a larger discount. We have several lines now that are giving us a better discount than you are, and unless you can see your way clear to extending us that co-operation, we shall be forced practically to discontinue your line."

This practice has so far not become general, being confined to a few of the larger and more powerful stores, yet it is a very definite indication of what may be expected. The trade discount on toilet goods is more or less a standard one, but it has become so through general practice, and not through any definite co-operative understanding. That certain manufacturers regard this standardized discount as an opportunity for them to offer the trade an inducement to feature their lines through an additional discount is too well known to require discussion here. Largely this additional discount has been offered by less prominent lines, but who is to say how long the leaders of the industry will stay in line, resisting the coercion of some of their really big accounts?

The practice of free goods deals was to an extent an attempt to avoid the issue of additional discounts, offering at stated intervals free merchandise with quantity purchases to be sold at list price by the dealer. The free goods, of course, amounted to the same thing as an extra discount when the goods were sold, but stock control systems largely pushed these deals out of the merchandising plans. Recently, in addition to, or in some cases instead of requests for additional trade discounts, demands have been made for larger cash discounts.

"Orders from the office," says those buyers who make this demand. "We don't get this cash



A WINDOW OF "4711" PRODUCTS

discount here in the department, but we are charged so much for our space by the office that we are forced to seek some way of making up the difference. This way has been suggested to us by the office, and we shall, of course, be obliged to extend our fullest co-operation to those lines which will co-operate with us in this way."

Possibly one cannot say that this demand has become a condition, but it would be vain to deny that it too is a significant indication.

The questions of consigned goods, of "P.M.s," of co-operative advertising by the manufacturer with stores featuring his products, are all points to be worked out in conjunction with the stores themselves. But what shall we say of the submissive acceptance of the unwritten law that a house is either a perfume house or a beauty treatment house? Why shouldn't it be generally accepted that a concern manufacturing excellent perfumes can also turn out equally good creams? Why should the perfumes offered by leading beauty treatment houses collect dust on the shelves while salesgirls are busy all day long wrapping out the creams and lotions of those houses? The answer is, of course, that there is no reason at all why such should be the case. The condition seems to be general, and is philosophically accepted by most buyers. A remedy isn't at once apparent, but certainly one exists. A condition such as this has no reason, and due thought and effort, competently directed and co-operatively applied, should dispose of it.

The fact that so much imitation and infringement is rampant in our industry works nothing but harm to it as a whole. Probably every one of the leading manufacturers has had his ox gored at some time or other, and whichever one of them comes out next with an outstanding and popular number can confidently expect to see the parasites swarm around. Long drawn out legal battles eventually bring relief, if not redress, but in the meantime much misunderstanding and dissatisfaction has arisen, possibly even drawing the unfavorable attention of publicity seeking and vote hungry legislators.

Of this last, too, much might be said. It is comparatively easy for almost any public official to secure newspaper space for a campaign against cosmetics. Psychologists say that one instinctively fears the unknown. Whether that explains the general interest in such ever recurring attacks, or whether the attacks themselves are actually beneficial to the industry as a whole in keeping down unscrupulous opportunists, is not the point at issue here. What does concern us now is that an industry so much in the public eye, figuratively and literally speaking, as the cosmetic industry, is certain to draw attention from publicity seekers of all kinds, and one can always draw a larger crowd with an attack than a boost.

Certainly there is much to commend in what has already been done, and is being done, toward the advancement and standardization of so widely diversified an industry. We can be assured that this work will continue with the sincere effort of everyone concerned. What can be done to advance more rapidly the arrival of conditions which will be better for all of us is the concentration of all such effort under one directing head. This head itself should not be in any sense a

dictator, nor is it necessary to subscribe to the school of inflation sponsored by organized baseball and the movies. A rallying point about which general conferences and discussions could be centered, a publicist to stand for the toilet goods industry, a presiding genius before whom could be adjusted the perennial problems of procedure which so harass toilet goods executives—all these and more, should be represented by that visionary figure to which we all could turn.

Whether or not this figurehead is actually to remain visionary, some such concentration of thought and effort seems inevitable. It may come through deliberate action, or it may "just gravitate," but I predict that it will come.

Cosmetic Retailers Organize

AN association of the independent retailers of perfumery and cosmetics has been organized under the name, Associated Cosmetics Retailers, Inc., with headquarters in New York City. Temporary officers have been elected and the association is conducting a membership campaign to bring within its fold all of the approximately 400 establishments eligible for membership. The officers are Charles Levy, Brooklyn, president; Saul Setner, Brooklyn, treasurer, and M. M. Keller, Brooklyn, secretary.

The objects of the association as disclosed by those interested are: 1. To protect the legal interests of the retailers. 2. To exchange credit information concerning customers. 3. To promote price harmony among competitors with the aim of increasing prices to the point where a reasonable profit may be secured; and 4. To keep "racketeers" out of the trade.

The association under the first heading expects to establish the right of its members to sell certain proprietary remedies which they do not manufacture without guaranteeing the product as has at times been demanded by the State Board of Pharmacy. It hopes to bring about price stability but will make no attempt to bring prices to the "drug store" level. Stamping out "racketeering" will be one of its chief activities and the sponsors of the organization hope to drive unscrupulous individuals out of the trade entirely.

Drug Manufacturers Meet

The annual convention of the American Drug Manufacturers Association was held at Virginia Beach, Va., the week of May 4, and was as usual attended by representatives of all of the important manufacturers of drugs as well as suppliers of raw materials.

Officers were elected for the coming year as follows: President, Nicholas H. Noyes, Eli Lilly & Co.; vice-presidents, A. Homer Smith, Sharp & Dohme, Dr. A. C. Boylston, Mallinckrodt Chemical Works, and Dr. John F. Anderson, E. R. Squibb & Sons; treasurer, Franklin Black, Chas. Pfizer & Co. Members of the executive committee chosen were S. B. Penick, retiring president, O. W. Smith, Parke, Davis & Co., J. H. Foy, Maltbie Chemical Co., and R. Lincoln McNeil, McNeil Laboratories.

Entertainment features included sight-seeing trips in the vicinity of Virginia Beach, a golf tournament, bridge and a musical entertainment.

Recent Product Developments

IN the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

Jolie Redresses "LaFee"

Jolie, Inc., New York City, has recently restyled and repackaged its entire treatment and make-up line in modern and up-to-date garb. While revamping the complete line of packages, no change however, has been made in the Jolie products, which remain exactly the same as before. The new color scheme of "LaFee," the trade name of the line, is lavender and silver, and this combination is effected with each product, both in the treatment and the make-up items.

The products embraced in the treatment line are "LaFee" Cucumber cleansing cream, tissue cream, lemon cream, liquefying cream, and astringent. The four creams are packaged similarly as may be seen in the photograph below; each being presented in two sized white jars with lavender and silver labels decorated with a red motif. The jars are topped with metal caps with the trade name, "LaFee," imprinted in the top. In harmony with the cream containers is the bottle for the astringent. This is a substantial transparent glass bottle with metal screw top, bearing the same lavender and silver label.

The make-up items, composed of a cucumber lotion, used as a powder base, face powder, in six shades—Peach, Rachel, Rachel No. 2, Naturelle, White and Tokio—rouge blonde, rouge compact, and rouge paste, lipsticks, eye shadow, eye tone and eye pencils. The powder and rouge boxes, in keeping with the color idea, are effected in lavender and silver. The label colors are carried out in the box proper which is lavender ornamented with silver bands.



The other products of the line, including the nail enamel, the hair preparations—brilliantine and lemon shampoo—the bath salts and talcum powder; all are worked out in the same lavender and silver combination.

This effect carried throughout a line is becoming more and more popular as in this way the public, once acquainted with a package of a particular line, recognizes the other members immediately. Another distinct advantage is the ease with which salesgirls can locate the line on the stock shelves.

Jolie, Inc., is to be congratulated upon the development of this attractive line.

In emphasizing the new packages and presenting the line to the public, the company is using "spot" broadcasts each day in the week. These may be heard over the WRNY network each day except Sunday.

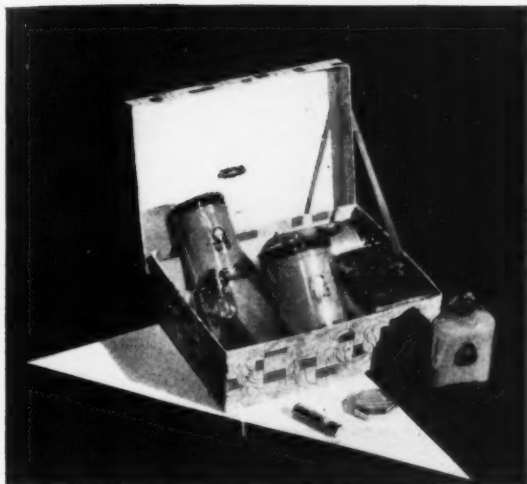
Gilbert's New Oral Antiseptic

Taking its place beside its distinguished companion, Gilbert's tooth paste, which we described some months ago, comes a new oral antiseptic bearing the same Gilbert label. The simplicity of the new bottle, the contrast between light and dark, and the modern label

design are typical of the technique of Gustav B. Jensen, winner of previous package design prizes, in whose studio both the containers for the tooth paste and the antiseptic have been conceived. The combination of translucent glass and colored fluid gives the package a delicate pink shade. This contrasted with the black label with the white lettering and topped with a molded black plastic closure makes a neat and simple package that will attract the eye wherever displayed. The blue outer package with the white band similar to that of the tooth paste connects the two products labeling them both as Gilbert's.

The Gilbert's oral antiseptic





was prepared by the Gilbert Products Corp., New York, to fill the need for a preparation to be used in conjunction with, or following the doctor's use of the concentrated oral treatment. The company claims that its oral treatment is a medicant for the treatment of pathological conditions of the mouth designed to possess high germicidal power, combined with the even more important properties of intense penetration, continued germicidal action when in contact with organic matter and an absence of escharotic, toxic or astringent effect.

The company may well be proud of the new addition to its products, both as to its content and to the attractiveness of the package.

Ex-Cel-Cis' New College Kit

The Ex-Cel-Cis Products Co., Salt Lake City, Utah, has introduced recently a new box containing a number of its cosmetics. This kit is a substantial box divided into partitions to hold the various cosmetics necessary for a complete facial. The neat jars and bottles containing these products are held firmly by the compartments as well as being made somewhat more secure by the cellophane wrapping.

Among the items included in this kit are cleansing cream, tissue cream, astringent and powder, as well as a compact and a lipstick. The whole has been designed to appeal essentially to the college girl and from this it derives its name, "College Kit".

This package is in line with the idea of many houses to create an inexpensive yet compact and complete package containing all the essentials for a quick clean up and make up. It not only appeals to the college girl but finds much use in the office as well as in the sports girl's locker.

The outer box is artistically decorated and is small enough to be tucked away unobtrusively in office or locker or added to one's luggage.

W. H. Loveland Co.'s New Wave-Set Container

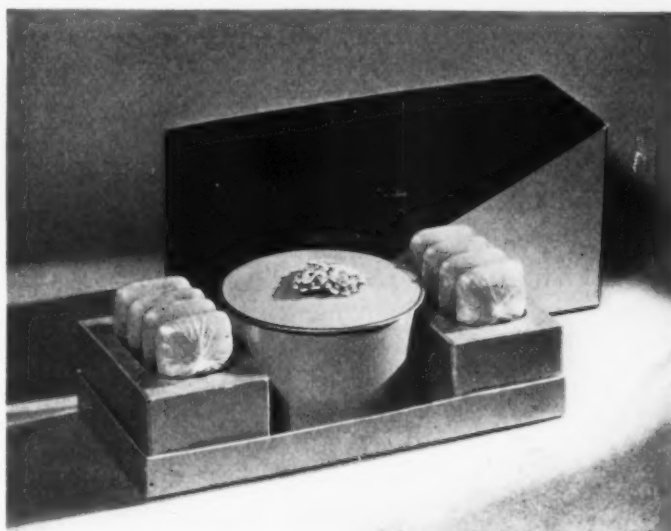
Among the many new arrivals in the wave-set field, is the "Emilie Beauty Wave" of the W. H. Loveland Co., New York. The company considers that in this new product it has found a scientific product for finger waving and water waving.

The container holding the wave-set is a substantial clear glass bottle with the label characteristic of the company. The figure of a girl's head with her hair waved is a well-chosen and distinctive part of the label design. The squareness of the container gives it a good grasp which is very much to be desired in this type of package. As a decorative feature and also as a practical asset is the molded black plastic top. More and more companies are leaning toward the plastic closure for this type of products and find it not only a very satisfactory feature but an ornamental one. The present is no exception.



New Soap and Dusting Powder Combination of the Lightfoot Schultz Co.

A rather novel and decidedly attractive package containing a combination of dusting powder and soap is shown in the photograph below. This is one of the latest additions to the many novelty soap and powder



combinations of the Lightfoot Schultz Co., New York City. In the center is a metal can containing dusting powder and a powder puff the breadth of the can. Topping the can is a unique little floral bouquet. At either side of the can are four cakes of soap wrapped in cellophane and contained in a partition which holds them firm.

This arresting combination comes in three colors, green, orchid and peach. The French milled soap at either side is perfumed with the same odor as the powder; all three colors carry the same odor.

The whole is contained in a black and silver box, the cover being divided diagonally, one-half black and one-half silver. The set up of the box inside is of silver and forms an effective background.

The company advises us that this particular item was designed as a gift package. It is recommended as especially desirable for a bridge prize, etc. We congratulate the company upon adding to its already numerous items one so attractive and useful. With the vogue of colored soaps and colored bath accessories this ought to be one of the quickest selling items on display.

Hind's New Creams and Toning Cleaner

Three new products in most attractive containers have been added to the Hinds products, manufactured by the Lehn & Fink Products Co., Bloomfield, N. J. The ensemble as shown below consists of two creams and a toning liquid. The two creams, cleaning and texture are packaged in substantial white jars with maroon plastic tops. The label which carries out the color scheme of the maroon and silver, is silver with maroon lettering and a maroon band across the bottom. The bottle, also substantial in feel, is topped with a maroon plastic closure. The color effect with the green liquid is most attractive.

Not only are the packages new in design but also the products. The one cream is a cleansing cream which liquefies immediately upon using; the other, a texture cream, softens the skin. The toning cleanser is a combination cleanser and tonic; its chief asset being a refining effect on the pores.

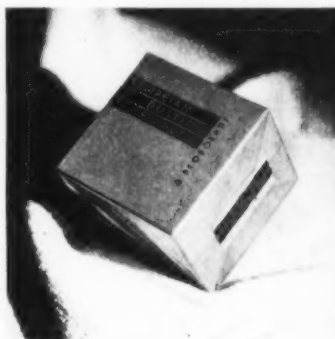


Pompeian Dusting Powder

To its well-known line of products, The Pompeian Co., Inc., of Elmira, N. Y., has added a new dusting powder with a deodorizing quality.

After much experimentation and investigation on the part of Professor Richmond, head of the Chemistry Department of Elmira College for Women this powder was developed in the Pompeian laboratories. From his daily contact with many students whom he consulted to procure first-hand information as to what was most desirable in a bath powder he started his work on the new powder, and the present after-bath powder is the result of his research work and investigations.

Much thought was also given to the smartly modern package, the company advises us. Unlike most others the box is square in contour, and quite generous in size. In keeping with the color scheme of the other Pompeian items, the



box is royal purple in color with the printing in gold. Harmonizing with the marking on the other packages are three bands across the top of the cover bearing the words "Pompeian" on one band and "Dusting" and "Powder" on the other two. The entire package is

wrapped and sealed in cellophane and contains a finely finished, luxurious powder puff.

In presenting this to the market, window displays for druggists are being used and with each order an artistic counter display is packed.

The Pompeian Co. was recently purchased from Colgate-Palmolive-Peet Co., by the Harold F. Ritchie Co., of New York and Toronto.

New Deodorant and Germicide

The Eaudemort Laboratories, Detroit, have just placed on the market two new products. One of these, "Eaudemist" has been developed for the interior fumigation of upholstery and is in the form of a gas injected into the upholstery by a special tool. The other, "Eaudeseptic," is a deodorant and germicide which the company claims to possess high efficiency and to be completely harmless to man. Considerable research was carried on by Rufus J. Ruglen, founder and president of Eaudemort Laboratories in order to perfect these products.

The company was organized shortly after the war to develop certain ideas which its founder had conceived while serving with the Canadian Army in France. It has broadened its activities to include not only insecticides, disinfectants and deodorants, but also perfumes and special varnishes.

Presenting the Scandia-Jourde Products

MADAME Scandia-Jourde, devoted exclusively for the past decade to her salon in Paris, has during the past year opened a salon in New York City at 601 Madison avenue. Here are displayed the products which she uses in her treatments, but restyled and repackaged for the American market. The products are the same as those used in the French salon, manufactured abroad and imported for use in the New York salon.

The line embraces but six products, in addition to the make-up items. First, there is the "Crème Rose," an all-purpose cream which is packaged in three different size jars. The white containers with their black plastic tops form a very neat and most attractive ensemble, modernistic in tone but at the same time practical. The distinctive label, with the silhouette of a girl's face at the side is effected in blue on a silver background.

Other products of the treatment are "Eau Mauve," a skin stimulant; "Ovaline," a circulation lotion; "Baume Suédois," a balm and protection from dust, wind and sudden climatic changes; "Champagne Scandia," a bracing astringent; and "Eye Tone," as the name implies, a toner for tired eyes. Each of these four lotions is packaged in a transparent glass bottle with glass stopper. Each is packaged in three different size bottles as shown in the photograph below. Similarly to the cream the label is characteristic of the entire line. These items are prepared in the Paris laboratories in quantities small enough so that Madame Jourde superintends their manufacture and blending.

In addition to the treatment line are the necessary essentials for the perfect make-up. These are shown in the photograph below at the right. The rouge in paste form comes in a most unusual little green

porcelain box shown in the lower left hand corner of the make-up group. The lip salve in the attractive round smaller jars comes in two sizes. For those who prefer the use of lip rouge in the form of a lipstick there is the lipstick électrique, in a gold finished metal case. The face powder is prepared in four shades; Clair, a delicately scented powder in a transparent flesh shade; Ocre Clair, the natural shade; Rachel, a powder of a natural shade for the pale olive skin; and Ocre Foncé, a suntan for the outdoor girl. As a base for the powder, a product, *creme de Beauté* has been added. This, Madame Jourde claims, prevents the much dreaded shine and imparts a smooth, dull surface, an effect which lasts. The powder boxes as shown in the group below are rather unique. Of a silver tinge, the box is of a more substantial and artistic design than the usual powder container, a real asset to the dressing table.

These products at the present time may be obtained from the Scandia-Jourde salon in New York, but it will not be long, we are advised, before they will be available in the various cities throughout the United States. The simpleness of the treatment at home, Madame Jourde believes, will be a great asset in popularizing the treatment line when placing it on the market.

Madame Jourde in commenting on her products, tells us of her training for her work. She is the daughter of a Swedish physician, Dr. Knut Backlund, under whom she studied medicine. She is also a graduate of the Karoline Institute, Stockholm. Consequently she is familiar with the science of Swedish massage, famous for its invigorating healthfulness. She complements this technical training with an artistic understanding of the requisites of beauty and her personal advice is ever at the command of her clients.





A GROUP OF DISPLAYS AT THIRTEENTH CHEMICAL EXPOSITION

Chemical Exposition Successful

ONE of the most successful of the series of Chemical Expositions closed in New York May 9, after entertaining an unusually large number of chemists, manufacturers, students and others, intent on securing additional knowledge of what has happened in the chemical industry since the last exposition in 1929. The exhibits as usual were numerous and varied and this year saw a tendency on the part of some of the actual manufacturers of chemicals to return to the show, which, two years ago, was devoted almost exclusively to machinery.

The students' courses and lectures held in connection with the meeting were excellently planned and carried out. In addition, the Chemical Industries Dinner was again a feature of considerable interest. At this dinner, Dr. Arthur D. Little and E. M. Allen, president of the Mathieson Alkali Works, were the speakers.

Among the displays, the following were of particular interest to our readers:

Alsop Engineering Co., showed its line of equipment for the chemical and cosmetic plant. In attendance were Samuel Alsop, W. W. Freystedt, T. R. Turner, E. A. Knowlton, F. Bockelman, C. E. Crowley, Fred Ertel, J. A. Campbell and G. K. Heller.

The Celluloid Corp., (Lumarith Division) displayed plastic material in various forms for use in numerous

industries. At the booth were R. L. Simmonds, U. S. Avery, H. A. Steinberger, R. L. Schuman, Miss Helen Van Name, and W. W. Bell.

Arthur Colton Co., showed a line of filling and other machinery displaying it in action by use of talking picture apparatus. Those in attendance were F. X. Roellinger, R. L. Colton, A. W. Kath and Doane Hage.

Economic Machinery Co., displayed labeling machines for various purposes. At the booth were J. O. Fenner, C. D. Woodman, H. Hedge, and W. G. Malm, and A. V. Wilkins.

Edward Ermold Co., displayed a line of labeling and other apparatus. Those in attendance were John Wheeler, Eugene Blauvelt, Watson A. Guthrie, Edward Ermold, Harry Daidone and Fred Schoellkopf, John H. Wieland, H. R. Daidone, Rudolph Markmann, and George W. Lang.

General Plastics Co., displayed a line of molded plastics designed for use in the chemical industry and for other purposes. In charge of the display was H. S. Spencer.

Glyco Products Co., showed its line of specialties for the cosmetic and food industries. Those present were H. Bennett, E. Rosendahl and C. Perez.

Kay-Fries Chemicals, Inc., displayed its line of aromatic products in conjunction with the other chemicals marked by American British Chemical Supplies, (Continued on Page 148)

Summary of New Regulations "3"

Revisions Are Generally Favorable to Industrial Users of Alcohol Leaving Matter Largely in Dr. Doran's Hands

WASHINGTON, April 27.—The new Regulations Three regarding the use of ordinary denatured and specially denatured alcohol, now under the dual supervision of the Department of Justice and the Treasury Department, reveal what appears to be unavoidable duplication in some phases of enforcement by the two agencies, but, as was indicated in a review of Regulations Two, also simplifies some matters for the manufacturer using specially denatured industrial alcohol. The results should be of great benefit to the user of industrial alcohol.

In Regulations Three, as was noted in Regulations Two, there is the stipulation that permits for the use of small quantities of industrial alcohol may be passed upon by the industrial alcohol supervisor of any of the twelve administrative districts, without reference to the administrator of that district for the Department of Justice. In the case of large requirements these two district officials may act jointly without reference to Washington. Thus a step has been taken to decentralize the work of enforcement and supervision, much to the advantage of the manufacturer who is relieved of certain delays which heretofore have been constant irritants.

Changes in Rules

Changes of more or less importance may be found in almost every article of the regulations relating to specially denatured alcohol, but their effect is not as great as might have been expected. In the following summary of these changes, those relating to manufacture, delivery and dealing in industrial alcohol itself, which touch the manufacturer but do not vitally affect him, are omitted for the sake of brevity. Manufacturers of perfumes, toilet waters, soaps and related properties will find the subjects of chief interest to them in articles 133 to 160 of Regulations Three.

Filing in Triplicate

Under the new regulations, permits, which contain all of the old stipulations, with one or two additions, must be filed in triplicate with the supervisor of the district instead of in duplicate. In these permits will be found the following new stipulation, to be signed by manufacturers of bay rum, perfumes, toilet water, lilac vegetal, hair tonics, shampoos, lotions and similar preparations:

"The essential oils and chemicals to be used in the

manufacture of the following preparations, if authorized, to wit: (insert names) shall be of such quality and character that such preparations will be unfit for use as beverages, or for intoxicating beverage purposes."

Pledge of Revocation

There also has been added a pledge that manufacturers will agree to revocation of their permits if they violate the provisions of these permits. This addition is interpreted as a step toward the announced purpose of the Bureau of Industrial Alcohol, under Dr. James M. Doran, to place greater confidence in the integrity of manufacturers.

Under the new regulations, the supervisor need not obtain the approval of the administrator if a manufacturer's requirements do not exceed fifty-five gallons per month, and no copy of an application form need be forwarded to the Commissioner of Industrial Alcohol in Washington, "nor shall his approval be required, except . . . with respect to processes, formulas, samples, labels and advertising matter."

No change has been made in bonding requirements and the section dealing with "qualifications for applicant" specifies only, in summation, that he be of good character and submit an estimate of his contemplated business.

Article 137 specifies a new way of handling formulas submitted for the approval of the commissioner, three copies being sent to him, one to be retained by him, one to be sent to the branch laboratory and one to be returned to the manufacturer. This information, together with blue prints, plans and specifications, need be supplied only at the request of the commission. However, there is one paragraph open to several interpretations. It reads:

Discretion for Supervisor

"Approval by the commissioner of any process, formula or preparation, shall mean only that the same has been approved as conforming to the standards of the Bureau of Industrial Alcohol, and such approval shall in no way bind the supervisor to issue a permit to use specially denatured alcohol in such process, formula or preparation."

This appears to leave the supervisor complete freedom to act on applications, considering his estimate of the applicant, etc.



Applications for renewal of permits must be filed before Aug. 31 of each calendar year, the new regulations prescribe, these being made in the same form as original applications. The regulations also contain lengthy descriptions of the amount, in percentage of the entire permitted alcohol, which manufacturers may possess at one time, the manner of its storage and like facts that should be studied carefully.

The new regulations also provide that the district supervisor, as well as the commissioner, may call upon a manufacturer at any time to prove that his preparation does not contain recoverable alcohol, and it should be noted that failure to observe a request to appear before the supervisor on such a charge is sufficient cause for suspension of permit.

Monthly Statements

Revocation of permit is the penalty prescribed for laxity in forwarding to the supervisor each month a sworn statement, in triplicate, of the alcohol "on hand, received, used or recovered, the name by classes of the article or articles manufactured, and the quantity and formula of specially denatured alcohol used."

As manufacturers probably are aware by now, the regulations have been amended to give prohibition enforcement officers the same rights of inspection as representatives of the Bureau of Industrial Alcohol. All records must be kept for three years, and permittees who use more than 100 gallons monthly of specially denatured alcohol must keep the following permanent records:

Records Required

"1. Amount of each formula of denatured alcohol received, the date and hour of receipt if delivered by truck and the serial numbers of the packages.

"2. Amount of denatured alcohol of each formula on hand at all times.

"3. Names of products in which each formula of denatured alcohol is used.

"4. Number of gallons, or amount otherwise expressed, of each separate product manufactured, together with the names and addresses of persons to whom such products are sold and delivered.

"5. The names and addresses of all persons from whom have been purchased oils, chemicals and other ingredients used for manufacturing preparations with specially denatured alcohol, together with the original invoices for such purposes."

Other stipulations, in brief, follow:

Special permits must be obtained for the return of unused specially denatured alcohol.

Where alcohol is recovered in its natural state it must be sent to a denaturing plant to be treated again, and numerous rules are set up for the storage, handling and reporting of such recovered alcohol. A permit also must be obtained for this.

Likewise, permits must be obtained for exporting specially denatured alcohol or products containing it and proof of delivery must be filed with the district supervisor. *Completely or specially denatured alcohol may not be imported.*

Products containing specially denatured alcohol, however, may be imported with the approval of the commissioner after samples of these products have been approved by him.

New York Hair Dye Rules

THE Department of Health of New York City has revised its rules governing the materials which may be used in hair dyes. A digest of the new rules is given below.

1. The use of paraphenylenediamine and similar compounds is permitted provided a "sensitivity test" is first made. Packages containing this ingredient and other coal tar dyes must have a warning label attached.

2. The use of salts of cadmium, cobalt, copper, lead, nickel, silver, tin and thallium is permitted provided an "external use" label is affixed to each package.

3. The use of salts of antimony, arsenic, chromium, mercury is prohibited; also the use of ammoniated mercury in excess of 10 per cent.

The so-called "catch all" clause which was a feature of former regulations has been omitted and in their present form, the regulations seem to be quite satisfactory to the industry.

The Chemical Exposition

(Continued from Page 146)

Inc. In charge were G. W. Dyne, E. H. Watson and S. Florsheim.

The Karl Kiefer Machine Co., displayed filling and closing machines of various types. Those at the booth were E. E. Finch, A. J. Sterling, J. de Picaca, S. C. Cross, J. E. Eckhoff, and M. C. Finn.

Pfaltz & Bauer, Inc., showed a varied line of chemicals, many of which were suitable for toilet preparations. In charge were Frank M. Bauer, Kurt Walwer, L. F. Eiklor, C. Rawson, H. R. Higgins and H. E. Wilson.

The Pfaudler Co., showed its line of enameled and lined equipment for chemical processes. Those present were H. S. Calvert, P. S. Barnes, W. E. Gray, Jr., H. R. Hanson, J. J. Hickey, S. A. Smith, M. J. Goodwin, P. A. Laird, A. E. McVain and G. E. Matter.

Proctor & Schwarz, displayed drying apparatus of various types including a huge new paper dryer. At the display were E. B. Ayres, Jr., H. S. Landell, W. H. Rihl and A. G. Blank.

The F. J. Stokes Machine Co., showed its line of filling and closing machinery including several machines in actual operation. Those in attendance were Lawrence H. Bailey, C. F. Coleman, John A. Silver, R. M. Truvitt, S. B. Shoemaker, J. C. Coleman, L. C. Cooley, and Edw. Thompson, British representative.

Stokes & Smith, Inc., displayed machinery as well as the line of "Durite" plastics manufactured by a subsidiary. Those in attendance were C. E. Schaeffer, D. E. Maxfield, L. G. Smith, W. John Buedingen, Charles Wister, E. E. Novotny, F. Cary and E. E. Novotny, Jr.

U. S. Bottlers Machinery Co., displayed its line of bottling and packaging machinery. Those in charge were A. H. Ross and P. W. Kuhn.

Bakelite Corp., had an elaborate display of moulded plastics for many purposes. In charge of the booth were Messrs. Fenlin, Intemann, Given, Norris, Catlow, Weelands, Riley, Butler, Courtney, Wakefield, Moore, Nash, O'Neill, Bender, Turkington, Higgins, Whiting, Roughthead, Brewster, Blountaud and Scott.

Establishing the Factory

The Essentials of a Successful Plant Described

by Francis Chilson

Consulting Production Engineer

TOO often the only question considered in selecting a plant site is its annual rental. In order, however, to determine the most economic site for a cosmetic factory, it is necessary to add to rent all other fixed charges. Low footage cost does not insure lowest operating cost and, indeed, may cause quite the reverse. Plant location also has a definite influence on other fixed charges such as taxes, water rent, and insurance, upon operating costs, such as power, light, heat, freight, and trucking; and even upon labor also.

Of these charges, freight and trucking are most affected by plant location. In general, it is the practise of the cosmetic industry to buy materials and supplies f.o.b. rail terminal and to pay freight and trucking on outgoing finished products. Since the rail tariffs are much higher on the latter than on the former, it is advantageous to locate as near to distribution centers as possible. Trucking costs are very high, particularly in centers like New York. Hence, it is economical to be as near as possible to rail terminals.

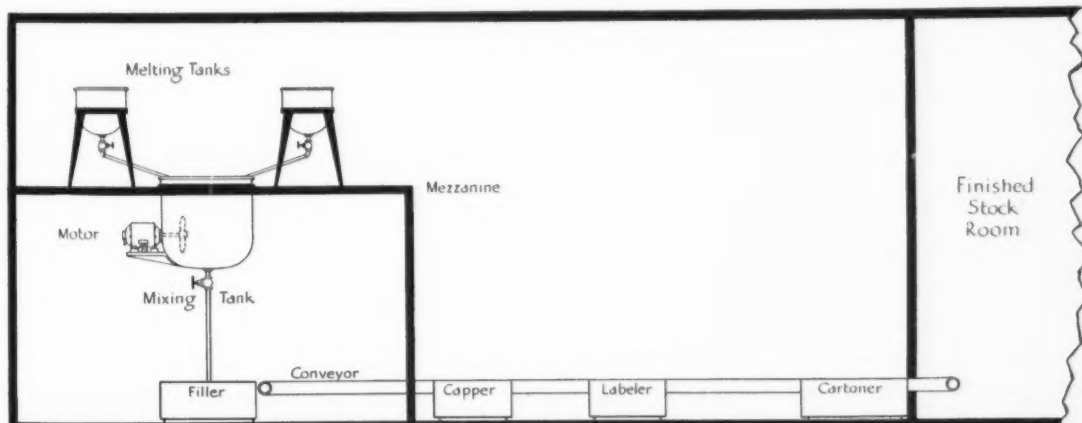
Most cosmetic factories begin in a small way and expand as business increases. Their location, therefore, should be economic in every respect and yet provide for expansion without the necessity for frequent removals. If a general rule for plant location could be applied to the cosmetic industry, it would be to take space in industrial loft buildings that are provided with express, freight, and parcel post facilities on the premises. Certain of these industrial loft buildings

are almost ideal for cosmetic manufacturing. In such buildings both incoming and outgoing trucking is eliminated, excepting for local deliveries. The buildings are serviced. Merchandise is delivered to the manufacturing floor and shipments removed from it. In some of them, truck elevators are provided so that local deliveries can be picked up directly from the floor. Rail facilities of every character are located in these buildings, and some of them are adjacent to docks so that export shipments can be handled with dispatch. All such services are included in the rentals; but the per foot cost, including these services, is in most instances actually less than the per

foot cost in other locations without services.

These industrial buildings house such a wide variety of manufacturing establishments that there never is any question of an adequate supply of intelligent labor. In addition, insurance rates are lower because of fire-proof construction and adequate fire equipment; and power costs are low as most of them supply power from their own generating stations at lower rates than it can be obtained elsewhere. One of the chief advantages of these buildings, is that small or large space may be taken as required, and almost invariably, expansion can be achieved without disrupting established organization.

Having selected a site, the next problem is to select equipment. The kind purchased will of course depend on the products to be manufactured. The equipment budget should not, however, be pared too close to



A SINGLE FLOOR LAYOUT WITH MEZZANINE

minimum requirements. The future should always be provided for, so that growth will not entail continual scrapping of equipment that has become inadequate, as is so often the case. By this we do not mean that equipment far in excess of present needs should be purchased. We mean simply that the original outlay should be carefully planned so that equipment purchased will form the nucleus of the future plant.

By carefully designing the line, and using discretion in selecting the articles to be merchandised, it is entirely possible to employ comparatively high speed equipment right from the beginning. And, it is possible also to merge the cream and lotion departments so that both classes of product can be manufactured and packaged on the same equipment.

In order to prevent corrosion it is essential to tell the equipment maker exactly what chemicals are included in the formulas. And again we repeat, because it cannot be overemphasized, that equipment should be easy to clean, easy to set up, free from complex mechanism, and of the utmost flexibility to provide for a wide range of container types and sizes.

Having selected the best equipment, the next problem is to lay it out so as to eliminate hand labor and to secure maximum output speed. Every machine maker will do this as part of his service, particularly if he is equipping the entire plant—a procedure, be it said, that is usually far from economical. Most machinery makers, even though they make a general line of equipment, have specialties that are particularly good. Their other items are not always of equal quality. If on the other hand, they do not provide all the equipment, then the layout is not likely to be entirely efficient.

Manufacturing procedure in the cosmetic industry may be classified as two-stage and three-stage. A stage is a major process such as mixing or packaging. In every stage there are minor corollary operations, all of which can be worked into the general scheme. Creams require a three-stage layout: melting, mixing, and packaging. Powders also require a three-stage layout: sifting, mixing and packaging. (The preparation of the color base is not important enough to be regarded as a major operation because so little material is handled. Provision for it is made either in the sifting or mixing room.) Lotions require a two-stage layout: mixing and packaging. Filtering is an important phase of lotion making but does not require special consideration for the reason that most pressure or disk filters are portable and are equipped with pumps so that the filtrate may be handled with ease. Space must be provided also for storage of raw and finishing materials, bottle washing and drying, and stock and shipping room. Of course ample room must also be provided for laboratories, offices and a repair room. But these

are, within certain limitations, secondary, and can be placed anywhere as they have no bearing upon the flow of production.

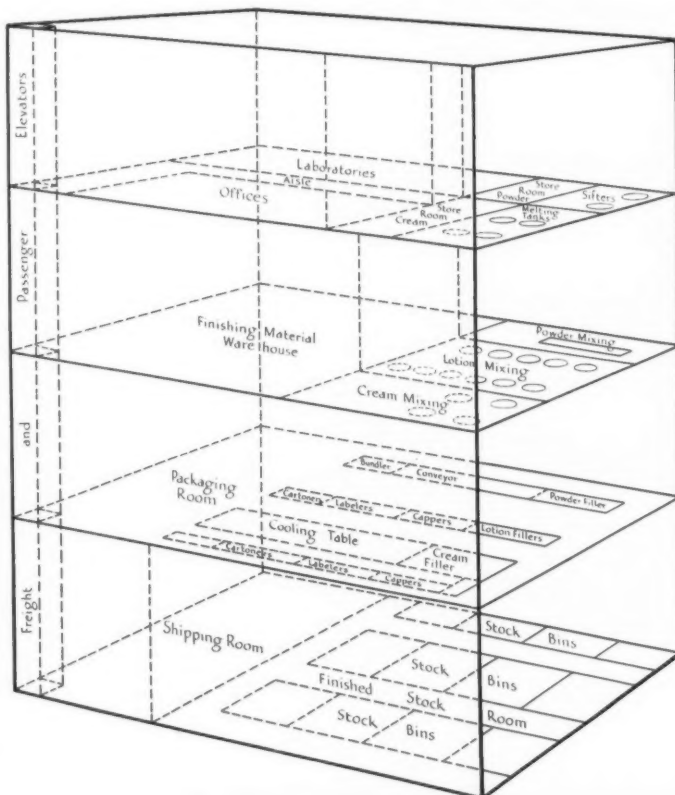
Since raw material for each group of products do not conflict, those for creams should be placed in or adjacent to the melting room; those for powders in or adjacent to the powder room and those for lotions in or adjacent to the lotion mixing room. It is obvious that this arrangement will save handling.

These "stages" or successive operations may be arranged on a single floor or upon two or more floors. A multi-floor layout is easiest to make because the successive processes can be arranged in their logical sequence, so that the flow of work in process is downward from warehouse to finished stock and shipping room. This utilizes the cheapest form of handling materials—gravity.

Let us first consider a multi-floor layout, consisting of four floors:

The top floor contains the cream melting and powder sifting rooms together with their respective raw material store rooms. Since these will require but a relatively small part of the floor, space will be available for control and research laboratories, offices, etc.

The third floor holds the mixing departments for creams and powders and also the lotion mixing and storage tanks. Near the lotion department will be its raw material and alcohol room, and if used, its distilled water tank (the still in this event being on the



LAYOUT FOR FOUR FLOOR PLANT

top floor). The remainder of this room will be devoted to storage of finishing materials, and if production is not large enough to warrant continuous machines, the bottle washing and drying room.

The second floor is the packaging or finishing department. Here, provision will be made also for label room, and storage of corks, caps, and other incidental finishing materials that require but little space. The two or three packaging lines will run parallel, each machine being connected by conveyors. The flow will be: washing and drying machines, filling machines, cappers, labelers, cartoners, to shipping room conveyor or elevator. The creams, powders, and lotions will flow into the respective filling machines through suitable pipes from the mixing or storage tanks above. A roller conveyor will bring the bottles and jars to the washing machine at the head of the finishing lines, and a chute will deliver powder boxes from the warehouse on the floor above to the powder filler. Where chutes or conveyors cannot be used, trucks (preferably lift trucks) will be utilized for the transportation of bottles, jars, boxes, corrugated, and other finishing materials from the warehouse to the head of the production lines.

The first floor will hold the finished stock room and shipping department.

A multi-floor layout is effective where the business warrants let us say, twenty thousand square feet of floor space. But such a layout, while economical, is not always possible to the smaller manufacturer; nor even desirable if he can obtain space in a high loft building such as described in the first paragraph. More often it is necessary to provide for a three stage layout on one floor. This is much more difficult than a multi-floor layout if excessive pumping is to be avoided. But within limits it can be done as will be described later.

Invariably a layout is made by the production man, who walks into the empty space and says: "We'll put the lab and the office over here; the finished stock and shipping room near the elevators; and the manufacturing room and the finishing department there." When the necessary partitions have been put up (and this invariably is the first thing done), and the equipment moved in, it is discovered that the space is smaller than it looked while empty. The area selected for the filling machine is too small; a valve handle or other gadget sticks out and prevents it being moved as close to the column as first thought possible. Partitions are in the way and have to be torn down, machines have to be moved and all sorts of difficult adjustments made. To the production man's chagrin, the rough measurements of machines that he previously jotted down on the back of an envelope, have not taken into consideration a number of important accessories, whose position on the machines cannot be changed to accommodate a given space.

To eliminate this trial and error procedure, the planning of the factory should begin with the blue print. This print should be absolutely accurate. It should show all openings, elevators, stairs, pilasters, columns; water and gas mains; location of the high pressure and return steam lines, sewers, and also power and light outlets. The print should be tacked to a drawing board. Then, scale templates should be made showing the top elevation of every piece of equipment to be used. These templates should then be laid

out on the blue print. Remember, it is easier to move a bit of cardboard than a half ton machine. Templates should be made also for office furniture, stock bins and laboratory benches so that nothing is left to chance. These should then be fitted into place making ample provision for aisles. It should be borne in mind that sewers, gas, water, and good outside light are needed by the control and research laboratories.

After this has been done (with due consideration given sanitation and fire laws) an exact picture of the proposed plant will have been obtained.

A three stage layout can be placed on a single floor and still utilize gravity handling only by constructing a mezzanine or elevated platform, to build which, will require a high ceiling. It can, moreover, be built of pipe scaffolding and planks at very little cost.

On the mezzanine can be placed the melting and mixing kettles for the toilet creams; the mixing and filtering equipment for lotions, and the sifting and mixing equipment for the powders. On the mezzanine also should be placed the cream and lotion raw material store rooms. In order to eliminate heavy lifting the mixing equipment should be partly sunk into the floor of the mezzanine; or else a portable elevator provided so that barrels of petrolatum, mineral oil, and other chemicals can be lifted and dumped into the melting tanks, situated directly above the mixing equipment. In this way the melted product can be run by gravity into the mixers. The lotion tanks need no special set up on the mezzanine. The powder materials and a scale should be kept under the mezzanine and a bucket elevator installed to carry the batch up to the sieves located above the mixers on the mezzanine.

The space beneath the mezzanine should be reserved for the storage of finishing materials and the bottle washing and drying equipment. The lotion storage tanks, the cream mixers, and the powder mixers (or portable storage bins if the powder is aged after mixing) can discharge through suitable pipes or chutes directly from the mezzanine into the respective filling machines on the main floor.

The packaging equipment is then arranged in straight lines so that the finished products are carried directly toward, or into, the finished stock room at the opposite end of the main floor.

The layout of the stock room should be made in divisions corresponding to the number of packaging lines so as to minimize handling.

In conclusion it is well to reiterate emphatically that costs can be reduced by proper location and efficient equipment, well laid out. The only element of cost that is not directly governed by location, equipment and layout is the actual cost of raw and finishing materials.

Canary Islands an Outlet for American Toiletries

The Canary Islands has offered an outlet for certain American medicinals and toilet preparations, the per capita consumption comparing favorably with many other markets. United States exports of medicinals to the Canary Islands amounted to \$12,000 in 1930, and toilet preparations, \$20,000, which represented an increase of about 50 per cent over 1927. A list of importers and dealers of medicinals and pharmaceuticals, including toilet articles will be furnished to accredited American firms upon request.

Census of Organic Chemicals

WASHINGTON, April 22—Heavy decreases in production of coal-tar products useful in the manufacture of flavoring extracts and perfumes, reflecting a like decrease in production of these commodities during 1930, is shown in a *Preliminary Report of the Census of Dyes and Other Synthetic Organic Chemicals* for 1930, prepared and issued by the United States Tariff Commission.

The mitigating factor in this showing consists in the report that prices of ingredients of this type also declined sharply. The figures given out at this time by the Commission are brief and based on initial reports, subject to revision throughout the year until the official ones are issued in the latter part of the year, but they are considered quite accurate and, at least, give a basis for comparison.

Five important products in the flavoring extract and perfume industries are listed by the commission, and this year two minor ones have been added. The major items for the flavoring extract business are coumarin, methyl salicylate and vanillin; those for perfumes are amyl salicylate and diethyl phthalate. The minor items, affecting flavors, included this year, are ethyl benzoate and ethyl cinnamate.

Making general comparison between 1929 and 1930, the commission's preliminary report stated: "Domestic production of synthetic flavors in 1930 was 2,010,000 pounds, with sales of 2,031,000 pounds valued at \$2,739,000. This is a decrease of 12 per cent in production, 10 per cent in volume of sales and 22 per cent in value of sales for 1929.

"Domestic production of perfumes of coal-tar origin in 1930 was 931,000 pounds, with sales of 915,000 pounds valued at \$699,000. This is a decrease of 42 per cent in production, 38 per cent in volume of sales and 35 per cent in volume of sales from 1929."

Thus it appeared that while flavors had held their own fairly well, showing decreases comparable with the dye branch of the coal-tar industry, perfumes manufactured from synthetic stock decreased to an extraordinary point from the peak business of 1929.

The amount of coumarin manufactured increased from 108,000 pounds in 1929 to 118,000 pounds in 1930, but sales fell off from 125,000 pounds to 104,000 pounds, while the value of the product sold dropped from \$396,000 in 1929 to \$341,000 in 1930.

Of methyl salicylate, production dropped from 1,572,000 pounds in 1929 to 1,413,000 in 1930, and sales from 1,510,000 pounds in 1929 to 1,406,000 pounds in 1930, but the commission figures showed an unexplained increase in value of sales from \$221,000 in 1929 to \$462,000 in 1930.

Production of synthetic vanillin dropped from 337,000 pounds in 1929 to 279,000 in 1930, sales from 350,000 pounds to 296,000, and the value of sales from \$2,154,000 to \$1,581,000.

Production and sales of the newly listed synthetic flavorings totalled only a few hundred pounds.

One comparative figure was shown for perfumes, this being amyl salicylate, in which production took a perpendicular dive from 27,500 pounds in 1929 to 7,700 pounds in 1930, with sales off from 24,000 pounds to 11,800; the value dropping from \$25,000 to \$9,300.

Further comparison is balked by the fact that while benzyl propionate is the other perfume material listed for 1930, diethyl phthalate formed the basis of the second part of the 1929 report. In 1930, it was shown, 450 pounds of benzyl propionate was sold for \$1,100, no production figure being given. In 1929, 162,000 pounds of diethyl phthalate was reported produced and 169,000 pounds sold for \$39,000.

The outstanding features of the 1930 coal-tar dye report were listed as follows:

"1. A production of 86,585,000 pounds of dyes in 1930, representing a 22 per cent decrease from the peak output of 1929.

"2. Sales of 89,867,000 pounds of dyes valued at \$38,670,000, representing a decrease of 15 per cent by quantity and 16 per cent by value of sales in 1929.

"3. Increase of 23 per cent in sales of unclassified and special dyes.

"4. Decrease of 15 per cent in sales of domestic dyes of all classes, but decreases of only 2 per cent for vat dyes, other than indigo, 5 per cent for lake and spirit-soluble, 6 per cent for direct and 10 per cent for basic dyes. Heavy decreases occurred in the mordant and chrome class (30 per cent) and sulfur dyes (24 per cent).

"5. Sales exceeded production by 3.8 per cent in 1930, while in 1929 production exceeded sales by 5 per cent.

"6. Decrease of 18 per cent in exports from 1929.

"7. Decrease of 36 per cent in imports from 1929."

Coty Wins Suit on Breaking Combination Packages by Retailer

An interesting and important suit has been decided in which the right of a manufacturer who places on the market combination packages of his goods to prevent the retailer from breaking these packages has been established. The suit was the case of Coty, Inc., against Melvin Goetz, an employee of the Royal Sundries Corp., of New York. Goetz was summoned to court by Coty on the charge that he had been selling Coty combination packages from which a bottle of perfume had been removed. Goetz was convicted and placed on probation by the court which acted under two paragraphs of the penal law of New York State, which charge with misdemeanor any one . . . who

"Makes or sells, or offers to sell or dispose of, or has in his possession with intent to sell or dispose of, an article of merchandise with such a trade mark or label as to appear to indicate the quantity, quality, character, place of manufacture or production, or persons manufacturing, packing, bottling, boxing or producing the article, but not indicating it truly."

or

"Knowingly sells, offers or exposes for sale, any goods which are represented in any manner, by word or deed, to be the manufacture, packing, bottling, boxing or product of any person, firm or corporation, other than himself, unless such goods are contained in the original package, box or bottle and under the labels, marks or names placed thereon by the manufacturer who is entitled to use such marks, names, brands or trademarks."

The Flower Fields of Egypt

Continuation of Description of An Interesting Development

by Dr. Ernest S. Guenther, Chief Research Chemist

Fritzsche Brothers, Inc., New York

THE jasmin grows very beautifully in Egypt where all the conditions of success are given by the humidity and quality of the soil. The Egyptian plantations do not resemble those of the region of Grasse where the jasmin bushes are planted very close to each other in narrow lines and where the plants shortly after their appearance are fastened and baled. The jasmin of Egypt in the various plantations of Mr. Garnier are planted in rows which are two metres apart. The single plants in these rows have a distance of one metre each. If planted by quincuncial arrangement the plants have a distance of 1.6 to 1.8 metres. In such a way about 5,000 plants are obtained per hectare.

The jasmin of Grasse which attains only a short height differs very much in aspect from the jasmin of Egypt which spreads out freely in every direction. It is necessary every year to trim the plants in order to maintain them always at a restricted height. Despite this fact some of the jasmin shrubs on the Egyptian plantation attain a height of more than 1 metre and 1.5 to 2 metres in diameter, such usually after the fourth year. Although taking care of this jasmin is rather expensive the costs are not as high as in Grasse.

Jasmin has to be fertilized freely and irrigated which is usually done through the numerous small and smaller canals of the Nile River. In fact, the whole success of these Egyptian plantations depends upon ample irrigation of the desert soil. While in Grasse the harvest of jasmin encounters some difficulty on account of occasional shortage of labor, it is carried out very easily and without any trouble in Egypt with the exception perhaps of the period of cotton harvest which absorbs a considerable number of children. Otherwise the picking of the jasmin flowers is done by numerous women and children of which there is such an abundance in the over-populated Valley of the Nile. The women and children employed for this harvest easily and quickly acquire the necessary skill.

While the dew is on the plants in the early morning, this picking sometimes becomes difficult because the small children beneath the jasmin shrubs often become thoroughly wet and on such occasions the crew has to wait until the dew has disappeared. Another difficulty connected with the jasmin harvest in Egypt consists in the fact that the children, who are always bare-footed very frequently become infected with a little parasite penetrating through the tips of the toes, finally reaching the intestines and bringing about a serious anaemia. This parasite which exists all over Egypt and which is nourished by the humidity of the

soil multiplies even more abundantly in the plantations of jasmin due to unsanitary conditions caused by the little children.

Once the children are infected it is extremely difficult to bring them to a hospital because their parents resist with all force, medical treatment of which they are afraid for some superstitious reasons, and it has been necessary to employ the aid of the older native employees to convince the parents of the stricken children. Once the children are in the hospital the treatment is usually carried out by the use of medicine such as carbon tetrachloride and the children regain rapidly their former good health. The same para-

site (ankilostome) used to infect the mines of France and Belgium years ago until the miners became accustomed to hygienic methods.

The jasmin which is cultivated in Egypt and which is a native of the country is the *Jasminum Grandiflorum* (Jasmin d'Espagne). The perfume of the living flowers differs in no way from the jasmin flowers grown in the region of Grasse and yet experts seem to notice a difference between the two corresponding flower oils. Of course, such a difference might originate in the method of treatment of the flowers. The hot climate of Egypt especially during the Summer necessitates a quick treatment and immediate working up of the flowers with volatile solvents which in former years during the height of the harvest could not always be carried out as promptly as possible. Lately, equipment in the factory has been perfected to such an extent that huge quantities of flowers can be worked up in a short time. There exists without doubt, also a considerable difference in jasmin flower oils as obtained from flowers grown in various regions around Grasse. It seems for instance that the jasmin of the higher regions contains more indol and is somewhat stronger in perfume than the jasmin of the lower regions. In the writer's opinion the jasmin flower oils of Egypt resemble more the jasmin of the plains than any other quality of the Grasse region. Mr. Garnier is constantly trying by modifying growing and manufacturing conditions to arrive at a jasmin quality resembling closely the Grasse type.

An effort has also been made to cultivate cassie in Egypt and although this shrub grows in that country with a surprising vigor it has taken considerable time and effort to produce the necessary quantity of flowers. It was first of all necessary to carry out numerous comparative experiments cultivating this shrub under the most favorable conditions of growth for best yield of flower oil. Only cassie Ancienne is cultivated in Egypt while in the South of France in





the environment of Grasse and Cannes, cassie Ancienne (*Acacia Farnesiana*) and cassie Romaine are cultivated.

This cassie Romaine gives a higher yield of flower oil but less fine quality; also the tree is easier to cultivate and more resistant to climatic changes. On account of its superior quality, however, cassie Ancienne was introduced in Egypt and no cassie Romaine is grown there.

The cultivation of cassie Ancienne in Grasse has almost been discontinued during the last few years not only because of the fact that the few remaining plantations have suffered severely under repeated attacks of frost but also because of the fact that the old cultivations between Cannes and Grasse have been more and more replaced by the ever-extending real estate developments of fashionable Cannes. Today we find in the Grasse region almost entirely the hardier and more luxuriant cassie Romaine, the perfume of which however is inferior to cassie Ancienne. In a few years from now cassie Ancienne might disappear entirely from the Grasse region.

In Egypt this tree has found a new refuge and has grown very abundantly and today Egypt is in position to supply almost the entire demand for flower oil of cassie Ancienne which in no way whatever differs in quality from the Grasse product.

Cassie Ancienne flower oil has become a very valu-

able raw material employed in the finest perfume creations originating in Paris and while in former years perfumers never could rely upon a regular supply of this oil, the mild climate of Egypt has now helped to overcome this handicap. Cassie Ancienne was planted in Egypt first in the form of bordering enclosures around the jasmin plantations. It is, in fact, planted very closely (the distance between the single cassie plants being about 2½ to 3 feet) and after the second year it forms an impenetrable hedge. During recent years because of experiments and experience cassie Ancienne has been planted in a somewhat different way consisting of long rows distant 14 to 28 feet from each other. On these rows the cassie shrubs are planted 2½ to 6 feet apart. In starting a plantation a nursery is first laid out where the seed is sown and there the little shrubs remain for one or two years. The creation of such a nursery is a very difficult task, because, aside from the fact that the greatest part of the seed remains unproductive, the young plant is very sensitive to moisture as well as to exposure to sun. These nurseries are established preferably in black soil which allows for a surer growth of the young plants after they have been transplanted. This transplanting takes place the moment growing seems to stop. Furrows are dug of a depth sufficient to hold the young plants without cutting the roots. Ample manure is spread upon them and frequent irrigation is necessary, neither too much nor too little, until the plants grow again. This transplanting is a delicate task; no fixed rules are established and long experience is required.

Once a young plant has started to take root again it is protected from all accidents and as it seems, also diseases. As mentioned above, the cassie shrub in Egypt grows luxuriantly. The first year it is transplanted it develops a few flowers provided the young plants have been in the nursery for two years and then it blooms from year to year in increasing profusion. After the third year each plant will produce 300 grams to 1 kilo of flowers, the yield, of course, depending upon the soil and the age of the tree. The trees are trimmed every year in April, when there are still a sufficient number of buds which it would be impossible to pick later on because of the rich growth of leaves. This trimming is done very closely in such a way as to keep the young branches within reach of the small children picking the flowers. Four to six weeks after this trimming the young branches attain a length of more than 1 metre and it is necessary to nip off the trees after they have attained their fourth or fifth year otherwise they would grow too high.

The buds make their appearance in September and the picking generally begins in October and slows up during December and January, commencing again in February and lasts up to the moment of the trimming.

The plantations of cassie Ancienne in Egypt have been extended rapidly during the last few years and now cover many hectares.

Aside from the commercial cultivation and extraction of jasmin and cassie flowers experiments with other flowers and plants are continually being carried on such as for instance, roses, tuberoses, narcissus, reseda, sweet basil, peppermint and geranium which latter gives an oil of a much more rose-like character than geranium from Reunion and Algiers.

The working up of all these flowers for their natural flower perfume is done as mentioned by extraction with volatile solvents. Right in the centre of extended flower fields an extraction plant equipped with the latest and most efficient apparatus has been constructed. Climatic conditions in Egypt require special working methods; prevailing high temperatures would cause too great losses of solvent by evaporation if specially constructed apparatus were not provided. The incoming flowers must be worked up immediately lest fermentation sets in and effects great damage to quality and yield of flower oil. Therefore, huge rotating extractors such as are used nowhere else have been installed, capable of extracting more than 3,000 pounds each of jasmin flowers in one operation.

I was indeed very fortunate and happy to witness during my stay in Egypt one of the most important events, one of the great days in the final enterprise of Mr. Garnier, crowning his life's work. Near Cairo, but right out in the plain desert a new and very extensive plantation had been started. For months a crew of native laborers under the direction of Mr. Garnier and an agricultural engineer had worked planting jasmin and cassie. Whereas all the other plantations are nearer the Nile from which they draw their irrigation water through the ancient system of

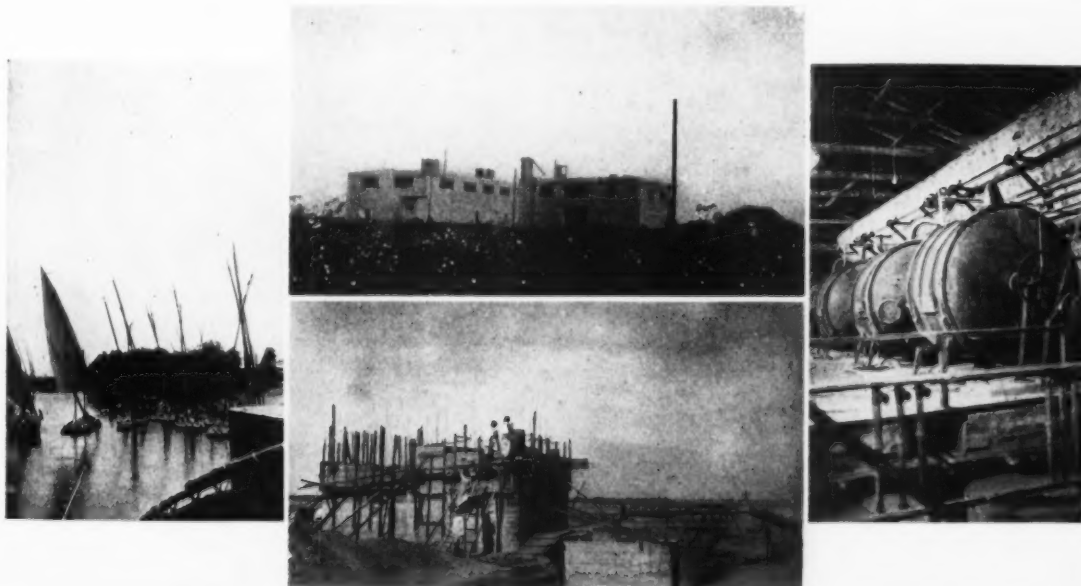
small canals and still smaller ditches, this last plantation, situated in the desert where ground is cheap is devoid of any Nile water. But since water is the most essential part it had to be provided through an artesian well which had been installed at great cost and with much labor.

Early one morning we drove out through Cairo's native quarters through "Fellah" villages constructed of low grey-brown mud huts, through light shadowed thin palm groves, past caravans of slow plodding camels almost invisible under their enormous loads; past camps of husky brown-skinned, black-bearded, turbaned, warrior-like Senegalese troops guarding this main artery of English commercial communication to India.

Finally, far out in the white desert under a blazing sky we halted in front of a low barrack. Around us as far as we could see were long rows of sickly looking, singed small plant stocks almost suffocating in and swallowed up by the burning white sand. At intervals, stretched long lines of small sand ditches. A sunbaked low concrete building stood out as the only solid thing. It was the life centre of the young plantation, the artesian well, around which swarmed a group of excited natives. Everyone was feverishly busy. The great day had finally arrived.

The heavy motors started to hum, the pumps to throb—there was tension—disappointment—delay—a mechanic descended into the shaft, climbed back and all of a sudden there was noise of heavy suction and water sprang forth—water, first muddy, then clear—water, harbinger of life. First sparingly, it flowed down the main channel, filled it, hesitated, started to overflow ditches; natives patched feverishly and skillfully directed the overflow to small channels which filled and then to the smaller ones until after a few hours the water had penetrated every nook and corner of the plantation.

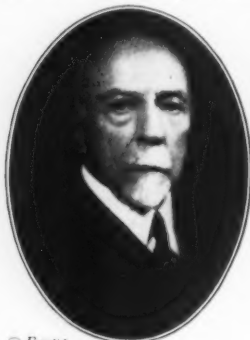
Today, a new flower paradise covers what was once arid, heat-baked, sun-bleached, desert sand.



Trade Notes

Six years of litigation which has been carried on between Mülhens & Kropff, Inc., and Fred. Mülhens, Inc., of New York, has been brought to a conclusion out of court by a merger of these two companies. The merged companies will operate under the name of Ferd. Mülhens, Inc., and their offices will be located at 25 West 45th street, New York. Business will be conducted as the United States branch of Ferd. Mülhens "4711," Cologne on Rhine, Germany.

In the new company the entire personnel of both of the former companies has been retained. William Kropff, formerly president of Mülhens & Kropff, Inc., has been elected chairman of the board of directors, and Richard Stern, formerly president of Ferd. Mül-



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MILTON STERN

hens, Inc., has been elected president. Other officers are as follows: assistant to the president, Martin Kaufman; vice-president, William F. Kropff; treasurer, Daniel J. Mulster; secretary, H. McMullen.

All of the products of the new company will be identical with the "4711" products manufactured in Cologne, Germany, and marketed in all parts of the world.

* * * *

The Manhattan Soap Co., New York City, has appointed the Tomashek Brokerage Co., of 437 West Ontario street as sales representatives for the Chicago district, closing its own office there. W. R. Tomashek and R. W. Tomashek are the principals of the new company and both have been connected for several years with the Manhattan Soap Co. An aggressive sales campaign is under way in this market for the Manhattan lines.

* * * *

Chapman & Rodgers, Inc., manufacturing chemists, Philadelphia, makers of perfumes and toilet preparations, have advised us that they have purchased the business of Pinkus & Co., manufacturing chemists, in the same city.

The Colgate-Palmolive-Peet Co., Chicago, Kirkman & Son, Brooklyn, and Borden Premium Brands, have entered into an agreement on premium coupons. Under this arrangement, coupons of the three companies will be interchangeable and redeemable at premium stores of any of these advertisers.

The products involved in this arrangement are "Octagon," manufactured by the Colgate-Palmolive-Peet Co., Kirkman soap products, and Borden's premium Brands of condensed milk.

From the manufacturer's point of view, the new arrangement should tend to cause business to gravitate toward the three brands entering into the agreement. The housewife who hesitates between two brands may easily be influenced by the reflection that the coupons of one, by virtue of this interlocking deal, have an earlier maturity than the other, playing a lone hand in the premium field.

* * * *

At a recent meeting of the board of directors of Helena Rubinstein, Inc., New York City, Madame Helena Rubinstein, founder of the business, was re-elected president of the corporation with full managerial power over all of its affairs.

The present Rubinstein corporation, organized in December, 1928, is the outgrowth of the enterprise that Madame Rubinstein founded in Australia in 1899, and later established in France, England and America. Mlle. Manka Rubinstein, Mme. Rubinstein's sister, who has been associated with the business for more than twenty years, will continue her activity with the company.

* * * *

John J. Quinn, vice-president of Pinaud, Inc., New York City, returned on the *Ile de France*, May 12, after a visit of several weeks in Europe. Mr. Quinn was accompanied by his attorney, George S. Leisure. They had been consulting with officials of the house of Pinaud on methods for curbing some outstanding evils in the barber supply and beauty trade. Mr. Quinn indicated on his arrival that methods had been developed in consultation which might effectively be employed against the "racketeers" in these industries and that steps would be taken at once to put some of these to the test in the American trade.

* * * *

Among the companies listed by the Springfield, Mass., Safety Council as having made perfect records during the month of March on the basis of no time lost through accidents was the Perkins Soap Co. Forty-two plants made perfect records amounting to 53 per cent of the companies entered in the contest.

A pleasant reception for the goods of Northwest perfume, cosmetic and toilet article manufacturers was accorded at the "Home Products Week" staged recently by the Bon Marche department store of Seattle. Through the toiletries section of this store, the perfumes, lotions, and soaps of Northwestern manufacturers were placed in the spotlight of advertising and sales effort, and moved in large quantities during the special "week" staged in their honor.

Among the articles featured in that department were the face and hand creams made by the Tritle Laboratories; the shampoos of the Helen Andrews Corporation; and the kelp products of the Kelpine Corporation, of Seattle. All these toiletry articles, and others, manufactured in the Pacific Northwest, received the unreserved attention of the sales force during the holding of the "Northwest Products Week," which has now become an annual event looked forward to by the local manufacturers of perfumery and cosmetics, shampoos, soap and other products.

Extensive advertising was used to advance the products of the Northwesterners, backed by concerted sales efficiency, and extra sales effort to stimulate the greater consumption of the local products. During the special "week," windows of unusual charm were unveiled at the department store. Each revealed in striking illustration some Northwest industry whose products were represented in the store.

So popular have these "home products weeks" become at the big department store, that one merchandising event is given over to them every year. Last year the store sold a total of \$2,022,302 worth of Northwest products, and this year an equally large amount of articles is expected to have been merchandised, to benefit local and nearby industries.

* * * *

Howard C. Allen, president of H. C. Allen & Co., Washington, D. C., was a visitor in New York, the second week in May. Mr. Allen had been touring New England in the interest of his company, and reports that business there, while still quiet, seemed to be on the upgrade.

His company has been named exclusive agents in the United States for Gilot perfumes and other preparations manufactured by Gilot, Paris, the agency dating from May 1, and the purpose of Mr. Allen's trip was to introduce this new line to his distributors in the New England territory.

* * * *

Jaquim F. Pestaner, originator of "Pilon" hair preparations, has organized the Pilon Hair Grower Co., New York, to place his products on the market. The first items in the line are "Pilon Hair Grower" and Pilon shampoo. Mr. Pestaner advises us that he has appointed Mrs. Amelia Behr to represent his company on the Pacific Coast with headquarters at 3530 14th avenue, Oakland, Calif.

* * * *

D. Caimi, president of the Zala Perfumery Co., Philadelphia, and the Grecian Chemical Co., Inc., sailed April 24 for a nine weeks' business and pleasure trip in Europe. Mr. Caimi will visit England, France, Germany and Italy.

& Essential Oil Review

George C. V. Fesler, Inc., St. Louis, manufacturers of "Petalis," liquid cleanser, has purchased the laboratory building at 4333 Duncan avenue, St. Louis. The building was formerly occupied by Neet, Inc.

More than 8,000 square feet of floor space is provided in the building which will be completely renovated and converted into a modern plant, capable of manufacturing "Petalis" in large quantities.

* * * *

Albert Cousin ry, general manager of Parfumeries de Gabilla, Paris, arrived on the *Paris*, April 29th, for his yearly visit to the American agents of his company, Gabilla, Inc., New York City. Before returning to France, May 22, on the *Paris*, he will visit the company's offices in Cuba and Montreal. During his sojourn in this country he will go over plans with the company's officers here to effect a wider organization and to incorporate many improvements to enlarge the position of Gabilla, Inc. here.

In discussing the present trend of business, Mr. Cousin ry does not find any decline in Gabilla, Inc. The many customers of the house are the same as



Kestlers

ALBERT COUSIN RY

in the years past and while a few may be ordering in smaller quantities the general condition is sound and most encouraging. He finds nothing whatsoever to be pessimistic about. As his firm is one of the oldest and best established he has no qualms as to its position during the present financial illness, and he also feels that this financial condition is merely temporary. However, the

sooner the country returns to a normal basis with its former increased buying power the better will conditions be not only here but all over the world, as he considers the United States the largest outlet of all countries for de luxe products.

The high tariff, he thinks, is one of the greatest drawbacks to big exchanges. A lower tariff would work towards a much increased import business which would hasten a world-wide readjustment with a consequent gradual and normal economic development. If we would cease speaking and thinking "crisis" the less the possibility of such a crisis and the quicker the return to financial health.

* * * *

Thomas J. McHugh, president of Vadsco Sales Co., New York City, owners of Vivaudou, Djer Kiss, Melba, A.D.S. and other lines, sailed on the *Majestic*, May 8 for a business trip abroad. Upon his return, he states, he will make other trips for his business. Vadsco Sales Co., he states, has shown a profit every month this year.

* * * *

The daily papers of May 12 announced the marriage on the previous day of Paul O. Richmond to Miss Hazel Forbes, former Ziegfeld show girl. They were married at Kennedyville, Md. Mr. Richmond is vice-president of the R. L. Watkins Co., Cleveland, Ohio.

May, 1931

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Ninety-nine and three-tenths per cent (99.3%) of small town women use face powder according to a survey of the midwest states by *The Household Magazine*. Eighty-six per cent (86%) use rouge; 97.2% use face creams and 62.5% use lip-stick.

The leading brand among those mentioned for each cosmetic took 15.1% mentions of 116 face powder brands; 13.7% mentions of 88 rouge brands; 7.2% mentions of 111 face cream brands and 9.6% mentions of 61 lip-stick brands. A three-year analysis of this brand's general and women's magazine advertising shows that 28% of total circulation went to small towns in 1928; 49% in 1929, and 50% in 1930.

* * * *

George Panopulo, assistant treasurer and general manager of Pinaud, Inc., New York, a Captain in the Old Guard of New York, one of the country's oldest and most famous military organizations, has been appointed Inspector of the Old Guard Battalion for the coming year. The appointment was announced in conjunction with the celebration of the 105th anniversary of the organization on April 23.

On that day elaborate exercises were held at the United States Military Reservation at Governor's Island, New York City. There was a formal dress parade and in the evening a dinner was given at the Park Lane, at which Major General Hanson E. Ely, commanding the 2nd Corps Area, was the principal speaker. Officers of the Old Guard for the coming year were installed.



CAPT. GEORGE PANOPULO

Captain Panopulo has long been interested in military affairs. He was for 3 years a member of the 8th Coast Artillery, N.G.N.Y., for 5 years a member of the 71st Regiment, N.G.N.Y. During the war he served as a Lieutenant in the Military Intelligence Division of the U. S. Department of Justice and has since performed numerous delicate and confidential services for the government. He has been a member of the Old Guard for 11 years, is a member of the American Legion and of the Veterans' Association of the 71st Regiment. He has been connected with the house of Pinaud as general manager for many years.

* * * *

We have learned with deep regret of the death of the mother of Frederick Christ, perfumer for Cinderella Cosmetics, Inc., St. Paul. Mr. Christ came East for the funeral which was held in Scranton, Pa., May thirteenth.

You may not think much of toilet goods and flavoring extract men on the whole but, after the recent season, you will have to admit that they are good bowlers. Baltimore and New York drug trade bowling leagues this year were featured by the work of the toilet goods and flavor houses. Colgate-Palmolive-Peet Co., won the pennant in the New York league after a hot battle with E. R. Squibb & Sons, with Lanman & Kemp in a tie for third position. In Baltimore, McCormick & Co., was the winner. The final standings in the two leagues follow:

	New York			Total Pins	High Score Incl. Hdp.
	Played	Games Won	Lost		
Col-Palm-Peet Co.	48	32	16	40,626	1,008
Squibb & Sons	48	28	20	39,298	1,000
R. & H. Chem. Co.	48	27	21	38,611	905
Lanman & Kemp	48	27	21	36,724	928
Mallinck Chem. Co.	48	24	24	36,222	940
Church & Dwight Co.	48	18	30	37,834	915
Amer. Cyanamid Co.	48	12	36	33,615	849

	Baltimore		P.C.
	Won	Lost	
McCormick & Co.	30	15	.667
Brano-Seltzer	29	16	.644
Noxema	24	21	.533
Armstrong Cork	20	25	.444
Loewy Drug Co.	18	27	.400
Sharp & Dohme	14	31	.311

Plans are now under way for a drug trade "World Series" which will bring together the stars of New York, Baltimore and Philadelphia.

* * * *

The Hagemann Weber Soap Co., Chicago, has been organized with John Hagemann as president. He was for thirty years with Jas. S. Kirk & Co., in charge of production and resigned with the company was taken over by Procter & Gamble Co. J. W. Weber is secretary and treasurer. He also was connected with the Kirk organization having been identified with their sales department for the past twenty years. The new company has a capital stock of \$20,000 and headquarters at 2714 North Campbell street. It will specialize in the manufacture of toilet soap featuring a castile soap.

* * * *

Lubin Parfumerie, Inc., New York City, has recently started a series of fifteen minute broadcasting talks over Station WGBS at 11:00 A. M. H. Conche, head of the company, has prepared these talks and has been giving them personally. The kind of perfume a woman should use and how to use it have been the chief features. The use of the popular floral odors has been emphasized and the small size flacon recommended as a trial to acquaint the user with the perfume and to educate her to the larger bottles.

* * * *

Bowey's, Inc., Chicago, manufacturer of flavoring extracts and other food products, has advised us of the appointment of C. W. Means as sales manager. The company has also added several new products for use in the confectionery field to its already extensive line.

* * * *

McKesson & Robbins, Inc., New York, for the three months ended March 31, report through F. Donald Coster, president, that profits for the period were slightly above those of last year despite an 11 per cent decrease in dollar sales, indicating that the reduction in expense has kept pace with the decline in business.

A memorial to Admiral Francois Joseph Paul, Comte de Grasse, whose victory over the British fleet in the battle of the Virginia Capes in 1781, played a decisive part in the surrender of Lord Cornwallis at Yorktown and the final achievement of American independence, was unveiled, May 4, in the Trocadero Gardens in Paris at the spot where the avenue du President Wilson begins. The memorial which was the gift of A. Kingsley Macomber of Morristown, N. J., and for many years a resident of Paris, was designed and executed in bronze by the Polish sculptor, Paul Landowsky. It represents a battleship deck with Admiral de Grasse in the foreground and nine sailors dragging a cannon in the background. An inscription on the base includes the appeal of Marquis de Rochambeau to Admiral de Grasse to hurry with reinforcements for the American army and General Washington's message of gratitude, written immediately after the surrender of Yorktown.



COMTE DE GRASSE

The unveiling ceremonies were held in the Trocadero Palace and were featured by an address by the American ambassador, Walter E. Edge, the reading of a message from President Hoover and addresses by French government officials. Attending the ceremonies, were M. de Vitrocles, Under-Secretary for Foreign Affairs; Vice-Admiral Durand-Viel, Under-Secretary of the Ministry of Marine, Jean de Castellane, president of the Paris Municipal Council and Edouard Renard, Prefect of the Seine Department.

In his address, Ambassador Edge paid a stirring tribute to Admiral de Grasse and his services to America and called attention to the growing sentiment of friendship and co-operation between the people of France and the United States.

This journal is particularly gratified to learn of this well merited recognition of the character, ability and services of Comte de Grasse and to again pledge its co-operation with the industry here and the French suppliers of raw materials, centered in Grasse and vicinity, in all measures designed to increase the splendid spirit of amity and co-operation existing between them.

The Ritchie and Shoemaker interests of New York, Elmira, N. Y., and Toronto, in addition to the Frostilla and Pompeian lines which are manufactured and sold by them, have just absorbed "Scott's Emulsion," a cod-liver oil preparation, manufactured by Scott & Bowne, New York. Management and manufacturing will be under the direction of the Shoemakers while sales will be developed by the Ritchie organization.

Affiliated Products, Inc., Chicago, reports for the three months ended March 31 a net income, after charges and taxes of \$412,317, equal to \$1.07 a share on the capital stock, compared with \$163,780 net income of constituent companies.

George M. Gales, vice-chairman of Drug, Inc., Boston, upon his return from England recently, reported that the sales of the Boots Pure Drug Co., a subsidiary of Drug, Inc., had shown continuous increases since last September and that the company had added approximately forty new units to its system, making a total number of shops now in operation about 900.

In discussing business conditions in England, he said, "I heard very little complaint about depressed business in England, but the consuming question there on every side was, 'When will the United States recover from business depression?'" However, in commenting on conditions here he considers the outlook more favorable than at this time last year. In the retail field unit he finds value of sales somewhat down, partly due to reduced prices and partly to the reduced purchasing power of the public. He reports nevertheless an increase in the number of customers served in his stores and in general retail sales are holding up at least as well as during the final quarter of last year.

J. F. Sinykin, president of Cinderella Cosmetics, Inc., St. Paul, was a visitor in New York the second week in May.

Sylvania Industrial Corporation has started construction of an addition to its plant at Fredericksburg, Va., which, on completion, will represent an expenditure of \$1,000,000. This increase in the company's facilities is designed to take care of the growing demand for the company's product, "Sylphrap," transparent cellulose paper, which has been meeting with considerable success.

P. J. Schumacher, founder and president of P. J. Schumacher Co., New York, manufacturer of cosmetics for the beauty parlor trade died April 19 at his home in Yonkers, N. Y. Mr. Schumacher was born in Cologne, Germany, December 30, 1872, and after receiving his early education in that country, came to the United States in 1895. Five years later he established the company which bears his name and in 1919, it was incorporated with Mr. Schumacher as president. Largely through his energy and knowledge of the requirements of the beauty culture trade, the business, which was designed especially to serve this type of customer, grew rapidly and became one of the best known in its particular field. Mr. Schumacher had a host of friends in the industry and in the beauty culturist trade who will join us in sincere regret at his passing.



THE LATE

P. J. SCHUMACHER

William A. Webster Co., Memphis, Tenn., has appointed James Lovatelli, New York City, to handle its advertising account. Mr. Lovatelli also informs us that he will in future handle the account of the Bank of Athens & Trust Co., of New York City.



THE A.M.T.A. CONVENTION COMMITTEE

Top Row, Left to Right: R. F. Kelly, Karl Voss, Dr. W. T. Haebler, E. H. Rogge, S. H. Corkran, C. E. Kelly, Charles Mott, W. F. Zimmerman; Bottom Row, Left to Right: R. F. Kinney, Everett King, L. R. Root, F. J. Lynch, W. C. Young, L. S. Levy.

After several months of hard work which culminated successfully in the annual convention of the American Manufacturers of Toilet Articles, the members of the entertainment committee justly felt that they needed and deserved a little rest and recreation. Accordingly they held a golf party the week following the convention and gave two days to sport. Leaving New York Monday afternoon, April 27, the party journeyed to the Pine Valley Golf Club where they spent the evening at bridge.

Up bright and early the next morning, they put on a full day on the links. We are not advised whether they kept score or not. Probably they did, but we have no record of the event and we really did not like to ask for one. Tuesday evening, the party came back to New York, reporting an excellent outing and a splendid time.

The members of the committee shown above in the photograph whose excellent work resulted in a fine convention were: Frank J. Lynch, chairman; R. F. Kelly, John Powell & Co.; Karl Voss, Karl Voss Corp.; William T. Haebler, van Ameringen-Haebler, Inc.; E. H. Rogge, Stanley Manufacturing Co.; Sewell H. Corkran, A. H. Wirz, Inc.; Charles E. Kelly, Hagerty Brothers & Co.; Charles Mott, Topics Publishing Co.; W. F. Zimmerman, Helfrich Laboratories of New York, Inc.; R. F. Kinney, National Art Co.; Everett King, Lorscheider-Schang Co.; L. R. Root, Scovill Manufacturing Co., William C. Young, Swindell Brothers; and Louis Spencer Levy, Perfumer Publishing Co. They may not all be such grand golfers, but they do know how to stage a real convention.

Coty, Inc., New York, at its annual meeting of stockholders added the following to its board of directors: A. A. Petitjean and L. R. Marais of Paris, and Serge Hestler and George Sabran of New York.

Mme. Leoné, Boston, has placed her advertising account in the hands of The Franklin Advertising Service, Boston. Magazines will be used to advertise the eyelash beautifier of the company.

Frank J. Roosa, president of the Roosa & Ratliff Chemical Co., Cincinnati, Ohio, celebrated his seventy-fifth birthday on April 2. The occasion was also Mr. Roosa's fifty-first anniversary as active head of his company. An informal birthday and anniversary party was given by the employees on this occasion.

In spite of his years, Mr. Roosa is still very active and is at his desk every day. He reports that his company has not suffered severely from the depression, business during 1930 being the largest during the history of the company.

Vadeco Sales Corp., New York City, has taken over the exclusive manufacture and distribution of "Alcorub," a brand of the U. S. Industrial Alcohol Co. This transfer became effective April 15th.

"Alcorub," one of the best known and most successful of the alcohol massage preparations, the company states, will continue to be manufactured to the same formula as in the past.

E. H. Rogge, metropolitan representative for the Stanley Manufacturing Co., Dayton, Ohio wound up his strenuous activities as a member of the convention committee of the American Manufacturers of Toilet Articles with a cruise to the West Indies on the *Mauretania*.

The Northwestern Chemical Co., Wauwatosa, Wis., has moved its Chicago offices from 326 West Madison street to larger and more convenient quarters at 400 West Madison street. Henry J. Beck has been appointed agent for the company.

P. J. Schumacher Co., Inc., New York, manufacturer of toilet preparations for the beauty shop trade, has moved from its former address at 598 Mott avenue to new quarters at 854 East 149th street.

Pomarel, Ltd., New York City, formerly located at 86 Warren street, is now in more convenient quarters at 542 West Broadway.

April 30 was the occasion at the Philadelphia College of Pharmacy and Science of an all-day meeting of retail druggists under the auspices of the Philadelphia College and the Philadelphia Association of Retail Druggists and the Wholesale Druggists of Philadelphia.

The purpose of the meeting was to present to retail druggists facts on present-day drug store operating problems which they could use to increase the sales and profits of their store.

Nationally known speakers were on the program to address retail druggists present. The afternoon speakers discussed the business problems of pharmacy while the speakers in the evening pointed out ways of increasing drug store profits by more effective co-operation with the medical and other professions.

* * * *

Charles S. Munson, recently elected to the board of directors of the U. S. Industrial Alcohol Co., New York, has been elected president of the company to succeed Russell R. Brown, who resigned recently. The election was held at the meeting of the board on April 23. At the same meeting Glenn L. Haskell was chosen first vice-president and the other officers were re-elected as follows: chairman of the board, C. E. Adams; vice-presidents, A. A. Backaus and Sid Klein; secretary, Joseph Malone; treasurer, E. G. Fennessey; assistant secretary and treasurer, P. E. Barnett.

Leslie L. Gillette has been appointed advertising manager of the company. Mr. Gillette was formerly connected with the J. Walter Thompson Co., advertising agents, where he handled the advertising account of the U. S. Industrial Alcohol Co. Prior to that connection he was associated with the United States Advertising Agency, Toledo.

* * * *

The Bristol-Myers Co., makers of Ipana toothpaste and of numerous other proprietary articles, has announced the formation of a wholly owned subsidiary to be known as William Peterman, Inc. This new company has taken over the former William Peterman, Inc., of New York, manufacturers of a line of household insecticides including the well-known product, "Flyosan."

The company will be headed by Evans E. A. Stone as president. Mr. Stone has been head of William Peterman, Inc. Other officers are C. H. Sterrett, vice-president in charge of sales; J. J. Clarrey, Jr., vice-president in charge of exports; J. L. Warner, treasurer, M. T. Curran, secretary, and B. M. Lozier, assistant secretary. The directors are Mr. Stone, E. A. Means, Henry P. Bristol, Lee H. Bristol and W. M. Bristol, Jr.

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McKesson & Robbins, Inc., New York, has appointed W. I. Tracy, Inc., New York, to handle the advertising account of its cosmetic division. This includes the Lucretia Vanderbilt perfumes.

Joseph Keho, for the past two years Western sales manager for Helena Rubinstein, Inc., New York, has been appointed national sales manager of the corporation. Mr. Keho was graduated from the University of Wisconsin in 1907 from the Department of Chemistry and Pharmacy, and started a course in medicine. This he discontinued the following year to engage in the retail pharmacy business.



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JOSEPH KEHO

Later he entered the department store field as buyer. After a period of representation in the trade for Harriet Hubbard Ayer, he became associated with Woodworth, Inc., with whom he served for five years as vice-president and sales manager.

His thorough knowledge of the cosmetic business through his long experience in the field as well as his intimate knowledge of the Rubinstein methods

and products have won him this well deserved promotion. He intends to continue much of the same policy as well as incorporating many of his own constructive ideas in the development of the business.

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Andron Hygienic Co., manufacturer of "Latherite" shaving cream and other specialties has appointed International Sales Co., as sales representative in the Greater New York territory.

* * * *

Dermay, Inc., perfumers, New York City, have moved their offices to 347 Fifth avenue, opposite the new Empire State Building.

* * * *

At the coming meeting of the American Medical Association to be held in Philadelphia, June 8 to 12, two manufacturers of toilet goods will display their wares. P. Biersdorf & Co. will show "Nivea Creme" in booth 124, and the Nonspi Co. will show "Nonspi," deodorant and perspiration corrective, in booth 300. More than 170 firms will be represented this year in the technical exposition held in conjunction with the convention. The displays will be in the Municipal Auditorium.

* * * *

Marius Milou & Cie, Paris, France, has advised that their United States representative Paul Seguin has formed an American firm, the Framamerican Importing Co., to serve the convenience of the trade in this country. Mr. Seguin is president and general manager with offices at 565 Fifth avenue, New York City. Well known in this industry through his long association in glassware and fancy box lines Mr. Seguin is well fitted for his new important venture. He returned on the *Ile de France*, April 21 after a month's visit abroad where he conferred with his principals and with manufacturers of allied lines, such as bottles, labels, caps and puffs, which his company will represent. These include Heymann & Cie, Monod; Compagnie Royale; and Grussen all of Paris, France.



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EVANS E. A. STONE

Edwin Thompson, Lord Mayor of Liverpool, England, arrived in New York, May 5, for a two weeks' visit to this country. He was accompanied by Mrs. Thompson. The Lord Mayor was officially received by Mayor Walker at City Hall on May 6 with one of the most colorful receptions yet accorded a distinguished visitor.

Garbed in his robes of office and accompanied by his retinue including his secretary and the official Mace Bearer he "out-mayored" Mayor Walker in elegance. His charm and repartee were also the equal to New York's chief executive whom he had formerly received in Liverpool.

He brought a message of understanding "from one great seaport to another" and extended to Mayor Walker the invitation of the City of Liverpool for a return visit. A medal, specially struck for the occasion, was presented to Mayor Walker on behalf of the people of Liverpool.

The Lord Mayor's position is a titular one. He is in private life a partner of the firm of Thompson & Capper Wholesale, Ltd., and is well known in the drug



LORD MAYOR THOMPSON AND MAYOR WALKER

and toilet goods industry in the United Kingdom. During his visit here he conferred with his American principal, the F. J. Stokes Machine Co., of Philadelphia, Pa., manufacturer of packaging machinery, which he has represented in Great Britain since 1905. His present visit is his 8th to the United States. Mr. Thompson returned to Liverpool on the *Berengaria*, May 13.

Geo. R. Gibson Co., Inc., New York City, manufacturers of toilet brushes for over 50 years, has sold its business to the Gibson-Thomson Co., also of New York. The deal which was consummated May 8 makes the Gibson-Thomson Co. one of the leading brush manufacturers of this country.

Thomas Barrett, treasurer of the Geo. R. Gibson Co., Inc., and with the firm for the past eight years, is handling the details of liquidation which will take several months.

The Rocky Mountain Cosmetics Co., Boulder, Colo., has appointed The E. H. Brown Advertising Agency, Chicago, to handle its advertising account.

The world's largest privately-owned dock was opened at Bromborough recently by William Graham, president of the Board of Trade, on behalf of the great soap firm of Lever Bros., for whom it has been built at a cost of £1,000,000 (\$5,000,000) to serve the Port Sunlight soap works. Lord Leverhulme and F. D'Arcy Cooper, chairman of Lever Bros., were present.

This dock has involved the reclamation of 100 acres of waste foreshore. Parliament sanctioned the enterprise in 1923, but it had been conceived by the late Lord Leverhulme as long ago as 1904, when he bought 800 acres of land fronting the river. Work began in December, 1924, a few months before Lord Leverhulme died. Hitherto the works transport requirements of Port Sunlight Works had been met by barges using Bromborough Pool. This involved the trans-shipment in the Mersey of immense quantities of raw materials from ocean-going steamers into railroad cars and the direct loading of export goods into such vessels. There is a special oil wharf, with tank installations capable of storing 25,000 gallons of oil. The dock entrance is 2½ miles south of the Eastham entrance to the Manchester Ship Canal. The dock and quays cover 37 acres, with large enclosed areas to the north and south. The deep water surface of the dock covers 18 acres. The depth of water is 35 feet at spring tide, but one part to be used as an oil quay has been dug out deeper so as to enable vessels of 27 feet draught to be safe on any tide. Nearly 3,000 feet of berthage is provided on four principal quays and one smaller quay. The dock is entered through a short lock 75 feet wide by 165 feet long, and it was by the cutting of a ribbon across the inner end of this approach by the White Star tender *Magnetic*, with Mr. Graham in the bows, that the dock was formerly opened.

Eugene Muller of J. Mero & Boyveau, Grasse, France, sailed on the *Lafayette* May 21 after a visit of nearly two months to the American trade. Mr. Muller made his headquarters with the American representatives of his house, Dodge & Olcott Co., New York.

On account of the diversification of his firm's line, he is able to report that the result of his trip has been gratifying. He received the usual cordial reception from his many friends in the United States.

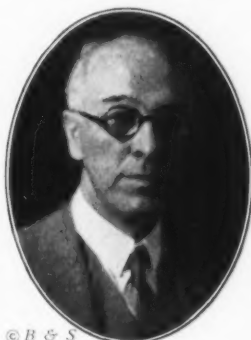
Miss Estelle Broderick, assistant to the vice-president of Charles of the Ritz, Inc., New York, sailed on the *Vulcania* May 19th for a six weeks' business and pleasure trip abroad. Miss Broderick's itinerary includes Austria, France and Italy where she will consult with dermatologists and stylists relative to some new numbers for the fall season.

Kimberly-Clark Corp., Neenah, Wis., report for the three months ended March 31 a net profit after Federal taxes and preferred dividends, of \$484,148, equal to 98 cents a share on outstanding common stock, compared with \$694,931, or \$1.39 a share last year.

The Shreveport Barber Supply Co., Shreveport, La., has advised us that it has moved from its former address at 508 Crockett street to 830 Texas avenue.

Following the death of Karl Kiefer, officers of the Karl Kiefer Machine Co., Cincinnati, have been elected as follows: president, James A. Rheinstrom; vice-president and general manager, Ernest E. Finch; and secretary, Samuel Fichheimer. This means no change in the activities and policies of the company which will continue along the same lines under the competent direction of Mr. Finch, who for many years has been general manager.

Mr. Finch is one of the best known and most popular men in the machinery industry and a large part of the rapid growth and success of the Kiefer company has been due to his genial personality, thorough knowledge of the business and the trade and his unfailing co-operation alike with his customers and his competitors. We are pleased to join with his many friends in congratulations and best wishes on his election to the vice-presidency of his company.



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E. E. FINCH

We are advised that in addition to its representation of the Mysore Government of India for the sale of sandalwood oil in the United States, W. J. Bush & Co., has been appointed sole agents for this important raw material in Canada. The account will be handled by W. J. Bush & Co. (Canada), Ltd., which is under the direction of Montgomery St. Alphonse, under whose guidance sales of the material will be conducted in Canada. W. J. Bush & Co., Inc., has handled the Mysore oil for several years in the United States with conspicuous success.

F. E. Watermeyer, president of Fritzsche Brothers, Inc., New York City, and Mrs. Watermeyer, sailed on the *New York*, May 7, for a visit of two months or more in Europe. Mr. Watermeyer will visit the headquarters of some of the foreign principals of his house but will spend most of the time taking a well earned rest.

Gerard B. Lambert, formerly head of the Lambert Pharmacal Co., has been elected president, a director and a member of the executive committee of the Gillette Safety Razor Co. He succeeds King C. Gillette.

Henry J. Gaisman, founder of the AutoStrop Safety Razor Co., has been elected chairman of the board of directors and chairman of the executive committee. He succeeds J. E. Aldred as chairman of the board.

Anchor Cap Corp. and subsidiaries, Long Island City, report for the three months ended March 31, net income after depreciation and Federal taxes, of \$192,295, equal, after preferred dividends, to 68 cents a share on common stock, compared with \$226,844, or 76 cents a share last year.

Mr. and Mrs. Frederick H. Ungerer have announced the marriage of their daughter Adele to Kenneth Garrison Voorhees of Plainfield, N. J. The ceremony was performed April 28 at St. Peter's Episcopal Church, Essex Fells, N. J. The bride was given in marriage by her father and was attended by her cousin, Mrs. Robert C. Matlock, as matron of honor and by Mrs. V. G. Teneyck of Westville, Mrs. W. H. Simmons of Indianapolis, Mrs. J. Edward Thimme of Paterson and Miss Wanda Dusenbury of Essex Fells.

Edward L. Voorhees of Plainfield was his brother's best man and ushers included another brother, Romeyn Voorhees, William C. Kenny of Plainfield and Warren Hetherington Vail of Bloomfield.

After the ceremony a reception was held at the Essex Fells Country Club. Mr. Ungerer is president of Ungerer & Co., New York City.

Mr. and Mrs. Andre Firmenich of Geneva, Switzerland, sailed on the *Lafayette*, May 2, after a stay of several months in the United States during which Mr. Firmenich made a detailed study of American conditions and business methods in the toilet goods and raw materials industries. Mr. Firmenich is the son of Fred Firmenich, partner in the house of M. Naef & Co., Geneva, and while in the United States made his headquarters with Ungerer & Co., New York, American representatives for that company. He expressed himself as pleased with the results of his study and observation of conditions and gratified at the cordial reception extended him by all in the industry with whom he came in contact.

Whiting-Patterson Co., Inc., New York, maker of fancy papers, has added A. H. Wilkins to its sales organization. Mr. Wilkins will specialize in box coverings and envelope linings.

At a meeting of the board of directors of Dodge & Olcott Co., New York City, held on April 28, V. H.



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V. H. FISCHER

Fischer was elected secretary of the company, and J. A. Corson assistant secretary. Mr. Fischer succeeds the late J. H. Howe and Mr. Corson moves up into the place vacated by Mr. Fischer's advancement.

Both Mr. Fischer and Mr. Corson have been with Dodge & Olcott Co. for many years. Mr. Fischer has been connected with the sales department, and for several years has been in charge of out-of-town salesmen and of relations with the various branch offices of the company. He has also held the position of assistant secretary for several years.

The Snap Company, Ltd., of Montreal, manufacturer of Snap hand cleanser and soap products, has appointed Small, Kleppner & Seiffer, Inc., New York advertising agency, to direct its advertising account.

The Colgate-Palmolive-Peet Co., Chicago, announced on May 14th the acquisition of the Omega Chemical Company of New York, for approximately \$3,000,000. The purchase was made from the estate of Michael Winburn.

The Omega Chemical Co. owns a controlling interest in Omega, Ltd., of London, and in the Société Cadum of Paris and Société Cadum Belge of Brussels. The Société Cadum of Paris is one of the largest soap manufacturers in France.

It was reported that the sales contract was signed last February and approval was given by the Surrogate Court of the County of New York.

Colgate-Palmolive-Peet recently sold \$8,000,000 in preferred stock and part of the proceeds was used in the acquisition of the Omega Co.

* * * *

E. R. Squibb & Sons and subsidiaries, New York City, increased their earned surplus during 1930 by more than \$500,000, according to the annual report issued April 28 by Carleton H. Palmer, president. This increase was effected in spite of the decreased working hours with no reduction in wages and of the largest advertising appropriation in the history of the company. The profits of the company and its subsidiaries were \$1,571,649 after absorbing an advertising appropriation of \$3,182,470 and spending \$233,497 for research and \$386,604 for the development of subsidiaries.

"Although the year 1930 represents one of the most difficult years in the history of the company," said Mr. Palmer in his report to stockholders, "the company's vigorous operating policy is indicated by a largely augmented advertising appropriation, sharing of the company's profits with the retailers, curtailment of working hours, with maintenance of existing wage scales and an employment guarantee to all employees.

"Operation of the Squibb plan of profit-sharing resulted in an increase of more than 32 per cent in direct purchases of Squibb products by participating druggists, while curtailment to a five-day week effected greater efficiency in production.

"Theoretically the five-day week represents a curtailment of the working hours of 9 per cent, or, stated differently, an increase in wages of 9 per cent, and hence it might be anticipated that labor costs of production would rise by this amount.

"In large operations where we can maintain an actual check-up on efficiency it was found that production in the five-day week amounted to 98½ per cent of the production heretofore attained in five and one-half days, or that 7.5 per cent of the 9 per cent cut in working time was picked up in the added efficiency of the five-day week."

* * * *

Container Corporation of America and subsidiaries, Chicago, report for the three months ended March 31, a net loss after interest, depreciation and other charges of \$124,518, contrasted with a net profit of \$133,866, equal after preferred dividends to 26 cents a share on Class A stock last year.

* * * *

We are pleased to congratulate Leroy Fairman, our contributing editor on merchandising, upon his success in the recent Camel cigarette contest. Mr. Fairman was one of the winners of \$100 prizes.

Charles P. Simpson, vice-president and general manager of W. C. Ritchie & Co., Chicago, Ill., has the unique distinction of being the only member of the American Manufacturers of Toilet Articles to fly to and from the recent convention.

Leaving the Chicago airport ten hours after others from the windy city had left by train, Mr. Simpson arrived at the Newark airport and was transported by bus to New York before the others arrived. The return trip was made in equally good time.

Mr. Simpson is enthusiastic about air travel by transport planes not only as a time saver but also on account of its safety and recreation. As a result most of his business trips of any distance are made by plane. In the aggregate he has covered many thousands of miles in this way, has never been in an accident and rarely loses time as the transports maintain, he reports, excellent schedules.

* * * *

Russell R. Brown, who recently resigned from the presidency of the U. S. Industrial Alcohol Co., New



RUSSELL R. BROWN

York City, has been elected chairman of the board of directors of the American Commercial Alcohol Corp., New York.

Mr. Brown is one of the best known figures in the alcohol industry. He joined the forces of the U. S. Industrial Alcohol Co. in 1917 and in 1927 was elected its president. He has acquired a substantial stock holding in the American Commercial Alcohol Corp. and will devote a considerable part of his time to the company's development. A. L. Oppen, sales manager of the corporation, has been elected vice-president.

* * * *

The Du Pont Cellophane Company, Inc., has announced plans for the immediate expansion of their plant at Buffalo, New York, representing an expenditure of about \$2,000,000 which will, when complete, result in the employment of several hundred additional workers.

* * * *

Belgian Trading Co. is now established in its new quarters at 16-20 East 12th street, New York City, where 5,000 sq. ft. of space is available for the storage of raw materials, laboratories and a shipping room. In the forward part of the new quarters executive offices and a reception room are located.

* * * *

Turner White Metal Co., New Brunswick, N. J. has completed the installation of new equipment and has made other changes to increase its manufacturing facilities. In an attractive insert in the advertising section, the company illustrates some of the tubes it is manufacturing.

Col. Evan E. Kimble, president of the Kimble Glass Co., Vineland, N. J., unexpectedly found himself the center of country-wide interest as a result of an act of generosity which he little suspected would spread beyond the little town of Vineland, N. J. One of the Vineland banks failed recently causing losses totaling \$37,000 to school children who had kept their savings in the institution. Although Col. Kimble had no connection whatever with the bank, he felt that the experience would be most unfortunate for the children and in order to restore confidence in banks and in the integrity of business men refunded the entire amount of their losses to them from his private fortune.

This act was so unusual that metropolitan newspapers sent special writers to Vineland to verify the reports and take photographs of Col. Kimble which were published in rotogravure sections throughout the country.

* * * *

Archibald W. Paull, Jr., treasurer of the Wheeling Stamping Co., Wheeling, W. Va., who joined the company after his graduation this year from the Wharton School of the University of Pennsylvania with the degree of Bachelor of Science in Economics, was a recent guest of George K. Diller, New York City, eastern representative for the company. While in the city he also attended the A. M. T. A. convention. Mr. Paull is the son of the secretary and general manager of the company and he reported that his father who has been ill has recovered and is able to be about again.

* * * *

American Commercial Alcohol Corp., New York City, reports for the three months ended March 31, earnings after all charges, of \$124,838, equal to 33 cents a share on capital stock, compared with \$175,349, or 45 cents a share last year.

* * * *

We are glad to extend to William H. Green, New York City, our congratulations on the completion of twenty-five years' association with our industries. It was on April 13, 1906, that Mr. Green made his bow to the toilet goods trade as the representative of a paper box manufacturer, since out of business. The following year he started to represent the Addison Lithographing Co., of Rochester, a connection which he still holds and one in which he has done splendid work throughout the Metropolitan district.

Five years later, another account, that of the Tin Decorating Co., of Baltimore, was placed in his hands and this he also continues to handle with marked success. Energy, ability and integrity as well as the spirit of good-fellowship have endeared Mr. Green to his customers, his associates and his competitors. We join with his many friends in wishing him at least another twenty-five years of successful business activity.



WILLIAM H. GREEN

On April 21, Louis Blattmann, manager of the Canadian branch of George Lueders & Co., New York, with headquarters at Montreal, celebrated the twenty-fifth anniversary of his connection with the company. As part of the celebration, Mr. Blattmann was presented with a handsome gold watch, and the company's service pin, which is given to Lueders' employees upon completion of twenty-five years of service. The employees of the company gave Mr. Blattmann a traveling bag.



LOUIS BLATTMANN

On April 21, 1906, Mr. Blattmann entered the service of the company as an office boy. He made rapid progress and when the Canadian branch was opened in 1914, he was put in charge. The success of this branch has been in large measure due to his ability and splendid personality which has made him many friends in Montreal and other parts of Canada.

We extend our hearty congratulations to Mr. Blattmann on his anniversary.

* * * *

Dr. and Mrs. R. S. Swinton sailed on the *Lancastria*, May 1 and for a visit of several weeks in England. Dr. Swinton, who is chief chemist for W. J. Bush & Co., Inc., New York, will spend part of his time in conferences with officials of W. J. Bush & Co., Ltd., London, making plans for the further extension of the company's line of essential oils and aromatic products in the United States.

* * * *

The Sheba Company, Hollywood, Calif., headed by W. A. Sunday, Jr., has appointed the Hammel Advertising Corporation, Los Angeles, to direct its advertising account. The Sheba company is manufacturing a new cosmetic known as "Cream of Sheba" which will be advertised in newspapers and magazines and also by direct mail and radio.

* * * *

Owens-Illinois Glass Co., Toledo, O., report for three months ended March 31 an estimated net profit, after charges, depreciation and Federal taxes, of \$432,499, equal after preferred dividends to 34 cents a share on the common stock, compared with \$682,182, or 61 cents a share, last year.

* * * *

Dr. Julius Schaal, Hamburg, Germany, left recently on a two months' tour of the United States, where he will confer with soap manufacturers. Dr. Schaal will spend the major portion of his time in the Middle West and Pacific coast.

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Following is the list of coming conventions in our industries:

National Hairdressers & Cosmetologists Association, Schroeder Hotel, Milwaukee, Wis., Aug. 11 to 14, 1931.
Second American Beauty Congress, Hotel Astor, New York, October 5, 6, 7, 1931.



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ADDINGTON DOOLITTLE



© B & S

D. E. PICCIANO



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E. C. BARTON

Addington Doolittle, formerly secretary of Compagnie Parento Inc., was elected president of that company at the annual stockholders' meeting held at the company's main offices in Croton-on-Hudson, N. Y., May 1. D. E. Picciano, formerly assistant secretary, was elected vice-president, and A. L. Doolittle, secretary and treasurer. E. C. Barton succeeded Mr. Picciano as assistant secretary.

Many of our readers will recall the organization of Compagnie Parento in Chicago fifteen years ago, and the removal of their general offices and laboratory to Croton-on-Hudson ten years ago. The company has

made rapid progress since that time, and in addition to its main office operates sales offices in New York City, with branches and agencies in all of the principal cities in the United States. The company advises that business during the first four months of this year exceeded that for the same period in 1930.

Following is a list of the houses represented by Compagnie Parento Inc., in the United States and Canada: Pierre Dhumez & Co., Vallauris, France; Organico, Nanterre, France; Giacomo de Pasquale & Cie., Messina, Italy; Syndicat Bas Alpin, Vallensole, France; and Etablissements Victor Hasslauer, Paris, France.

Geo. G. Rodgers Co., which recently moved its manufacturing plant from Springfield, Ohio, to Jersey City, reported that it is now equipped for volume production on hand and power operated filling and packaging machinery. The sales office is at 26 Cortland Street, New York City and adequate stocks are maintained in order to guarantee prompt shipment of all orders.

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Frederick Schang, president of the Lorscheider, Schang Co., Rochester, N. Y., accompanied by Mrs. Schang, sailed on the *Hamburg*, May 21, for a three months trip to England, France and Germany.

* * * *

Samuel Alsop, president of the Alsop Engineering Co., sailed on the *Munargo*, May 9, for a three weeks' cruise of the West Indies.

* * * *

Arthur P. Bopf, president of the Bopf-Whittam Corporation, Westfield, N. J., has just been elected vice-president of the Peoples Building and Loan Association of Elizabeth, one of the oldest and largest of these organizations in New Jersey.

* * * *

H. L. Murray, formerly advertising manager for the Owens-Illinois Glass Co., Toledo, is now connected with the Sun Advertising Co., advertising agents of Toledo.

* * * *

The Smith Chemical & Color Co., New York City, has appointed Breves-Schriner Co., Cleveland, as its representative in Ohio territory.

Robert C. Kelly, vice-president of John Powell & Co., Inc., New York, spent the past three weeks in Canada contacting the trade there. Mr. Kelly's itinerary included Montreal, Toronto and Ottawa.

J. H. A. Fink, export manager for the company has just returned after a two months' trip to Mexico. Mr. Fink made his headquarters in Mexico City and visited every commercial center of that country. He reported conditions more favorable there.

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Louis Geismar, formerly with Welch, Holme & Clark Co., Inc., is no longer connected with that company. Within the next few weeks he will advise the industry as to his future plans.

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The Waterbury Paper Box Co., has advised us of the addition of Harvey T. Warren to its New York sales office to assist Fred L. Butz, who has had charge of New York sales for many years.

* * * *

The Hygienic Tube Co., Newark, N. J., has changed its name to the Hygienic Tube & Container Co., in order better to describe the activities of the company.

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Julius Marcus Laboratories, Brooklyn, N. Y., have advised us of a change of address to 192 King street. The former address was 220 Taaffe place.

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Cubanola Laboratories, Atlanta, Ga., have advised us of a change in their mailing address from 154 Means street to Box 546.

Chicago and Other Cities

THE Chicago Drug & Chemical Association held its first formal dinner-dance on April 23, at the Lake Shore Athletic Club. This was the first "Ladies Night" in the history of the Association, and will be unanimously considered by all the members as the most enjoyable affair ever held, and from present indications it is a certainty that the fair sex, will be included at the next Spring dances. While wonderful times were had at all the stag affairs in the past years, it remained for the ladies, with their smiling countenances and gorgeous dinner gowns to add the necessary charm and attraction, and to them alone, belongs the credit for making the affair such a big success. However, we do not wish to slight the banquet committee, for its members deserve their share of the credit for the wonderful menu and also the delightful entertainment which they secured through special arrangement with the National Broadcasting Company. Such leading artists as Gagnon and Broughton, masters of terpsichorean art, Chauncey Parsons, lyric and dramatic tenor, Lee Sims and Ilo Ann Bailey, famous recording artists, and Lorna Doone Jackson, operatic mezzosoprano, furnished "Les Diversions de la Soiree" while the dance music was by Harry Kogen and his N.B.C. orchestra. The committee had very thoughtfully arranged for the seating arrangements by printing an alphabetically arranged list containing the names of those in attendance and the number of their tables. About three hundred attended the dinner-dance and at the close of the evening each lady received a most elaborate silver flower vase, as a remembrance of the occasion, through the courtesy of the association.

* * * *

The Chicago Perfumery Soap & Extract Association held its annual spring bowling tournament on the evening of April 23, at the Elks Club. The scores were determined by special handicap arrangements, and the winners were awarded cash prizes. The lucky members who turned in the best scores were:

1st Prize—A. Susanki, Dodge & Olcott Co.	925—handicap, 34
2nd Prize—Ray Morris, Orbis Trading Products Co.	919—handicap, 1
3rd Prize—Al Burgh, Marcelle Laboratories	853—handicap, 0
4th Prize—Paul Pettit, Lady Grey Co.	846—handicap, 17
5th Prize—H. Schwenneke, Eureka Paper Box Corp.	800—handicap, 27
6th Prize—H. D. Crooks, Honorary Member	797—handicap, 23
7th Prize—H. Spohr, A. C. Drury Co.	730—handicap, 14

The Chicago Perfumery Soap & Extract Association has announced that its last luncheon meeting for the Spring season was held on May 20, as all meetings will be dispensed with during the months of June, July and August.

* * * *

Ralph G. Boalt, the son-in-law of E. L. King, vice-president of the J. R. Watkins Co., Winona, Minn., remained in Chicago several days, while en route from his Florida home to Winona. Mr. King, together with Mrs. King and Mrs. Boalt will remain in Florida for several weeks before joining Mr. Boalt in Winona.

Robert J. Pearse, president of the Dr. Wards Medicine Co., of Winona, Minn., was defeated for re-election as mayor of Winona after serving several terms, and will now be able to devote his entire time to his rapidly growing business.

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Fitzhugh R. Johnstone, who was formerly connected with the Marinello Co., at LaCrosse, Wis., announces that he will incorporate Perfumes, Inc., of which he will be president and general manager. The concern will be incorporated under the laws of Pennsylvania with a capital stock of \$100,000 and will manufacture perfumes for the trade. The main office and laboratory will be located in Philadelphia, Pa.

* * * *

E. L. Drach, the general purchasing agent of the Abbott Laboratories, was honored at the recent meeting of the board of directors, by being elected to the



E. L. DRACH

board. Mr. Drach has been associated with the Abbott Laboratories since 1903 and during these 27 years, has watched the growth of the company from a small two-story frame building, with less than a dozen employees, to the present group of 16 buildings having a total floor space of over 200,000 square feet, and now employs over 700 people.

The business was started in 1891 by Dr. W. C. Abbott and was known as the Abbott Alkaloidal Co., and in 1914 was changed to the Abbott Laboratories. Dr. W. C. Abbott died in 1921 and was succeeded by Dr. Alfred C. Burdick. In 1928 the J. T. Milliken Co., of St. Louis, Mo., was purchased and in 1930 a merger with the Swan-Meyers Co., was effected. In addition to the plant in North Chicago, the company also operates a plant in Philadelphia, Pa.

* * * *

May 1st is always moving day and a few of the changes around Chicago were the following:

The Zero Co. moved from 129 North Halsted street to 361 West Superior street.

The Joe Lowe Corp. moved from 3617 South Ashland avenue to 4827 South Rockwell street.

Numotizine Inc., moved from 220 West Ontario street to 900 North Franklin street.

* * * *

The Golf Auxiliary, comprising both the Chicago Perfumery Soap & Extract Association and the Chicago Drug & Chemical Association announces that it will hold the first tournament on May 12, at the Nordic Country Club and the second at the Cog Hill Country Club on June 9. A list of about 50 members is expected to participate during the summer, and A. C. Drury,

chairman, assures the members that a most elaborate assortment of prizes will be distributed at every game, and arrangements have been perfected to assure all attendants a well selected menu and also an enjoyable time.

* * * *

Louis V. Merz, president of L. V. Merz & Co., Inc., died on April 27th. Mr. Merz was formerly a prominent handler of essential oils and perfumers' raw materials, but for the past several years, had confined his business as selling agents and distributors for Eastern manufacturers. Mr. Merz was 38 years old, and leaves a widow and one son.

* * * *

The American Association of Cosmeticians & Hair Artists will hold its twelfth annual convention on August 17, 18 and 19 at the Sherman House. Numerous concerns in the trade have made arrangements to exhibit their wares and this year's convention promises to be the largest ever held.

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Dudley F. Lum, Chicago manager for Givaudan-Delawanna, Inc., returned to Chicago after a visit of several weeks to New York where he spent considerable time conferring with New York office and reviewing new products at the factory in Delawanna, N. J. He also attended the A. M. T. A. convention.

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Joseph DeLorme, representing E. Lelong, Inc., New York, was a recent visitor in New York City, where he attended the Chemical Industries Exposition. While in New York, Mr. DeLorme made arrangements to represent the Glyco Products Co., Brooklyn, in Chicago and the Middle West, and will carry a stock of its products in Chicago.

Pacific Coast Trade Notes

INFORMATION received here from the Honduras government is to the effect that this government contemplates the increase in import duties on soaps and kindred products. There has not been any definite decision made and the subject is still in the hands of the Honduran congress.

* * * *

Miss Isabel Freericks is now with the Sears-Roebuck Co. in their Los Angeles store. Miss Freericks has set a great record in pharmacy and toiletry work and will undoubtedly do much toward building up the drug and toilet goods section of the great mail order and department store house.

* * * *

E. F. Elmer, one time with the McKesson-Western Wholesale Drug Co. has taken on the job of putting Armand toiletries forward on the coast. Mr. Elmer has a tremendous supply of energy and he is heart and soul with the Armand idea. Carl Weeks has chosen his lieutenant with keen judgment.

Lee Tinkham will make direct contact in Southern California for Armand and the trade will see him soon.

* * * *

Vacation time is here and the vacationist is abroad in the land. Right here we might mention a prominent member of the drug fraternity doing this very thing

in Southern California, none other than Herman Kahl of the Kahl Drug Co.

* * * *

V. V. Kelsey, vice-president and sales manager of the Consolidated Feldspar Corp. of Trenton, N. J., writes the Chamber of Commerce that they have acquired the grinding mill of the Flynt Silica & Spar Co., of 1047 Richmond street, according to R. D. Sangster, manager of the industrial department. They plan to rebuild and improve the plant, and expect to sell feldspar, talcum and silica from the local mill throughout the entire West.

* * * *

A. J. Spencer of the Spencer's Drugless Store 2567 West Pico street, Los Angeles, is campaigning for the council membership of the Fourth District, with excellent chance of winning the post. Mr. Spencer is a successful business man and if he helps run the city government like he does his business our taxes should show a decided decrease.

Circulars, Price Lists, Etc.

Dr. La Face, Director of the STAZIONE SPERIMENTALE IN REGGIA, CALABRIA (Italy) has just published a 52 page pamphlet in Italian dealing with the manufacture of oil of lemon as it is now carried out in Sicily.

The author gives detailed descriptions of the various apparatus used today, the Macchine "Lo Castro," "Cianciolo," "Vinci," "Avena," "Cannovò," "Speciale" and "Calabrese." Then he goes on to explain the Processes of "Peratoner" and "Bennette." The second chapter of the interesting pamphlet deals with the description of the properties of the lemon oil as produced by the various machines. Several tables are given explaining the difference of optical rotation, specific gravity, citral content and residue of the different types of lemon oil. Supplementing these descriptions is a thorough statistical report on the cost of manufacturing with the various machines. The last chapter goes into the causes for the variation of the different oils as caused by the influence of water, pectins, fermentation, etc. A summary on the merits of the various machines concludes this very interesting pamphlet which is written by one of the most prominent authorities in this industry. The booklet, therefore, is warmly recommended to anyone interested in the production of oil of lemon.

DR. ERNEST S. GUENTHER.

* * * *

EVERGREEN CHEMICAL Co., New York, has sent us its latest catalogue, an attractive booklet, which features the various specialties of the company conveniently classified into groups as to the purpose to which each is to be put. Copies may be had upon application to the company.

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GLYCO PRODUCTS Co., Brooklyn, N. Y., manufacturers of specialties for the toilet goods trade, has issued a booklet entitled "Emulsions, Theory and Practice" which describes the emulsifying agents, the theory of emulsions, gives formulas for using and prices of these specialties. Copies may be had upon application to the company.

Our old friend, *The Messenger*, published monthly by the COLLEGE OF PHARMACY OF THE CITY OF NEW YORK, COLUMBIA UNIVERSITY, and ably edited by Dr. Curt P. Wimmer, appears this month under a new—or should we say, old—name. Hereafter, the journal will be called the *New York Journal of Pharmacy*, and it traces its descent from a publication of the same name, issued by the College in 1851.

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REVUE DE MARQUES, Paris, our French contemporary, devotes its April number to a special celebration of its anniversary. The April issue was the 100th number of this interesting and attractive publication to reach its readers. It is more than double the size of the regular issue and is most attractively bound in blue suede. The text pages and review material are exceptionally interesting, and not the least attractive feature is the advertising section which contains numerous, beautiful, colored inserts. We congratulate our contemporary upon this occasion and upon the excellence of the special number commemorating it.

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GILES CAN Co., Chicago, a division of the PHOENIX-HERMETIC Co., has just sent us its May issue of *The Candle*. This timely little house organ contains much of seriousness as well as amusement. In a short story, "Responsibility," some of the important points of construction of the Giles cans are interestingly described. A Spring Poem lends zest to the booklet. Another article, "Reflections," relates in an amusing manner what Giles thinks of price cutters. The pages devoted to "Light Stuff" are very humorous and original.

Roman Cosmetics Discovered in German Tomb

(Special Correspondence)

The cosmetics box of a Roman lady was recently found at Heddernheim, near Frankfurt, and its contents on being analyzed have proved to be almost identical in their chemical combination with the cosmetics sold today.

According to the scientific publication of the Reich Archaeological Institute, the box, an ornamental bronze casket with five compartments with a sliding lid, was found by Dr. Wolcke, the custodian of the Frankfurt Historical Museum, during the excavation of a Roman grave. The contents, thin brown and white sticks of a kind of greasepaint, were passed to the Chemico-Pharmaceutical Institute at Frankfurt University for examination. The analysis of Professor Dieterle, the head of the institute, revealed the presence of lead, zinc, calcium, carbon dioxide, copper, iron, and an organic substance.

Beside the casket were found two objects resembling palette knives and a slate tablet, which were apparently used for preparing the cosmetics before application, and a pair of scissors. It is thought that the outfit may have been used by its owner, who probably lived about 1,500 years ago, to accentuate the line of her lips and eyebrows, and gratification is felt that Time has not withered the contents of the box, which are said to give a better idea of the equipment of a patrician lady's dressing table than previously.

In Memoriam for Departed Friends

ARMANT, DR. EDMUND S., perfumer and linguist, Binghamton, N. Y., May, 1915.

BAUER, GUSTAV T., vice-president and treasurer of Bauer & Black, Chicago, May, 1927.

BRADLEY, DANIEL RICHARDS, founder of D. R. Bradley & Son, New York, at Pleasantville, N. Y., May, 1930.

BUSH, MRS. WALTER D., mother of Burton T. and Wallace A. Bush, Roseland, N. J., May, 1929.

CARRELL, HORACE G., general manager, Solvay Sales Corp., New York, May, 1928.

FITZPATRICK, JOHN A., president of Fitzpatrick Bros., Inc., soap manufacturers, Chicago, Ill., May, 1922.

GALLET, CHARLES EDMOND, head of the perfumery house of Roger & Gallet, Paris, May, 1917.

GOODRICH, JOEL E., president of the Goodrich Drug Co., Omaha, Nebraska, May, 1924.

JONES, FRANK S., founder and for many years president of the Jones Brothers Tea Co., Brooklyn, May, 1927.

KIMBALL, HERMAN N., president Kimball Bros. & Co., Enosburg Falls, Vt., May, 1926.

KIRCHBERG, JOHN C., retired soap manufacturer of New Orleans, May, 1927.

LEVY, BENJAMIN, founder of the Ben Levy Co., Boston, at Paris, May, 1929.

LOWREY, WM. M., vice-president of the Carr-Lowrey Glass Co., Baltimore and New York, May, 1915.

LYON, WHITNEY, head of tooth powder manufacturing firm of I. W. Lyon & Sons, New York, May 1929.

MEEHAN, CHARLES R., president Arthur A. Stillwell & Co., New York, May, 1928.

MORSE, JAMES F., senior partner of James F. Morse & Co., soap manufacturers, Boston, Mass., May, 1925.

MUHLETHALER, MME., wife of Th. Mühlethaler, president of Th. Mühlethaler & Cie., Nyon, Switzerland, May, 1929.

PROCTER, HARLEY THOMAS, retired member of Procter & Gamble Co., Cincinnati, May, 1920.

RUECKERT, FRED E., vice-president White Metal Manufacturing Co., Hoboken, May, 1920.

SCHWARZ, LEOPOLD, founder and proprietor of Polak & Schwarz, Zaandam, Holland, May, 1920.

SWINDELL, J. ROGERS, of Swindell Bros., Baltimore, May, 1929.

UNGERER, MRS. LYDIA A., widow of the late W. P. Ungerer and mother of the late W. G. Ungerer and F. H. Ungerer, president of Ungerer & Co., New York, May, 1923.

WEST, SYLVESTER S., Abner Royce Co., Cleveland, Ohio, former vice-president American Manufacturers of Toilet Articles and active in the Flavoring Extract Manufacturers' Association, Cleveland, May, 1919.

Dr. Otis A. Glazebrook

The Rev. Dr. Otis A. Glazebrook of Elizabeth, N. J., died April 26 on board the *Belgenland*, returning from a round-the-world cruise. Dr. Glazebrook was 86 years old. He was well known to readers of this publication, having been American consul at Nice, France from 1920 to 1929 when he retired from the consular

service. While stationed at Nice, he made frequent reports on conditions in the French flower oil industry, which were printed and commented upon in this journal. Born in Richmond, Va., Dr. Glazebrook was educated for the Episcopal ministry and held various pastorates until 1914 when he entered the consular service as consul at Jerusalem, where he was stationed until 1920. He leaves a son Otis A. Glazebrook, Jr., of Elizabeth.

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George W. Raymond

George W. Raymond, a veteran salesman for Richard Hudnut, died suddenly from a heart attack at his home in Brooklyn, April 15th. His death came as a great shock to his innumerable friends in the trade. Mr. Raymond had been with Richard Hudnut for many years as salesman. After developing the New England territory, he was brought to the Metropolitan district which territory he was covering at the time of his death.

He was a Forager, a member of the Drug and Chemical Square Club, a Mason, member of Anglo-Saxon Lodge No. 137, under whose auspices the funeral services were held on April 17th. Burial was in Greenwood Cemetery. Those of Richard Hudnut attending the services were: G. A. Pfeiffer, C. A. Penock, G. F. Fowler, Hugh Doran, H. Kinsella as well as many of the salesmen.

* * * *

Rodman Bush

Rodman Bush, eldest son of Mr. and Mrs. James M. Bush, died at the age of 37 at Hove, England, March 31, after a long illness. Mr. Bush was not connected with W. J. Bush & Co., Ltd., of which his father is the head.

Imports of Toiletries into the United States

Imports of toiletries into the United States have declined to a low figure. Total imports of toiletries were valued at \$6,118,000 in 1921 and \$7,049,000 for 1922, with a precipitous decline to \$3,424,000 in 1923. This level was sustained until 1929, when a further decline was registered from \$3,038,400 to \$2,138,400 for 1930. Imports of perfumery and toilet waters, more than 90 per cent of which originates in France, were valued at \$6,740,000 in 1922, \$2,137,700 in 1926, and \$920,900 in 1930. Toilet soap, of which France is also the chief purveyor followed by the United Kingdom, has tended to increase during recent years having been imported to the extent of \$383,000 in 1925, \$569,000 in 1927, and \$643,000 in 1930. Imports of cosmetics, powders, and creams and other preparations totaled \$574,400 in 1930, as compared with \$924,800 in 1929.

I.D.M.A. to Meet in Chicago

The Insecticide & Disinfectant Manufacturers Association of the United States will hold its annual mid-year meeting in Chicago, June 1, 2 and 3. Sessions will be held at the Edgewater Beach Hotel and an attractive program both of business and entertainment has been arranged. Plans were completed at a meeting of the executive board in New York the last week in March.

Book Review

(Copies of Books Reviewed in this Column, and other Works Useful to our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 432 Fourth avenue, New York)

An Excellent Directory

DRUG MARKETS CATALOG AND DIRECTORY, compiled by Drug Markets Editors and a Consulting Staff. Cloth. Quarto. New York, 1931. Price \$3.00.

Many attempts have been made to publish a directory of raw materials, machinery and supplies for the drug and allied industry but most of them have been abject failures and none until the present has been worth anywhere near the asking price. The problem of co-relating the requirements of the readers with the demands of advertisers has always proven too great for the compilers; and, no matter how earnestly they set out to make an independent guide book, each time they have fallen from grace.

This does not mean that the present work is a perfect example of all such a book should be. The advertisers are still "given a break" and in a few instances are listed under products rather remote from those which they actually manufacture. But we cannot be too severe upon the editors. They are not omniscient and they are human.

However, this is the best guide book which has come to our attention thus far. It is really worthwhile and we congratulate the compilers on their work. One or two matters which interfere with the usefulness and accuracy of the present edition will doubtless be corrected next year.

Our readers will be especially interested in the sections on essential oils and machinery. They alone are worth the price of the volume.

Guatemala Increases American Toiletry Purchases

Sales of United States toilet preparations to Guatemala increased from \$44,000 in 1927 to \$46,000 in 1928 and \$132,000 in 1929. Imports from France, however, declined from \$90,000 in 1927 to \$67,000 in 1928 and \$33,800 in 1929. Purchases from Germany declined from \$50,800 to \$21,600 during this period. Imports of Spanish toilet preparations were reduced from \$13,000 in 1927 to \$6,000 in 1929. American dental creams, talcum powder, and rouge are particularly in demand. The Republic of Guatemala has but two trade centers, Guatemala City and Quezaltenango. The former is the industrial and commercial center as well as the capital and seat of Government. (*Commercial Attache Merwin L. Bohan, Guatemala*).

College of Pharmacy Commencement

The 101st annual commencement exercises of the College of Pharmacy of the City of New York, Columbia University, will be held in Carnegie Hall, New York, May 28. On account of the approach of this event, the regular meeting of the college scheduled for May 19 was omitted. Dr. Wilmer Krusen, president of the Philadelphia College of Pharmacy and Science, will deliver the principal address at the commencement.

New Incorporations

NOTE.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Kel-Lee Manufacturing Corp., Borough of Manhattan, N. Y., carbonated beverages, \$100,000. S. Joseph, 27 Cedar street, New York, N. Y.

Medical Research Corp., East Orange, N. J., drugs, toilet preparations, 1,000 shares common stock. James L. Moran, Elizabeth, N. J.

Le Roi Parfum, Ltd., Wilmington, Del., perfumes, toilet articles, cosmetics, 20,000 shares common stock. Leonard E. Wales, Wilmington, Del.

Hexine Tooth Paste Co., Inc., Montgomery, Ala., toilet articles, pharmaceuticals, preparations, \$100,000; 20,000 shares common stock. Lilburn Chandler, Wilmington, Del.

Breslauer-Contoure Corp., Borough of Manhattan, N. Y., beauty parlors, 200 shares of common stock. Moers & Rosenschien, 280 Madison avenue, New York.

Sun Shield, Borough of Manhattan, N. Y., cosmetics, 200 shares of common stock. W. K. Post, 84 William street, New York, N. Y.

Hindu Products Manufacturing Corp., Chicago, Ill., toilet article manufacturing, \$10,000. Walter R. Holton, Jesse Williams, Howard S. Cartwright.

The Lackawanna Soap Co., Scranton, Pa., blending and sale of industrial soaps, \$100,000. P. A. Dennis is president and treasurer, H. F. Harris is vice-president and N. H. Cowdrey is secretary.

Almetals Polish Corp., Chicago, Ill., deal in metal polish and cosmetics, 100 shares non par value. Jason F. Whitney, Ray L. Merrill and N. L. Chase, incorporators. Pentlarge & Johnson, 55 Liberty street, New York, correspondent.

Clinton Cosmetic Co., Borough of Manhattan N. Y., \$10,000. H. Kupansky, 299 Broadway, New York.

Hagemann Weber Soap Co., Chicago, Ill., deal in soap, powders and cosmetics, \$20,000. John Hagemann, Joseph W. and Winona R. Weber, John A. Peterson, incorporations. The company is correspondent.

Najla, Borough of Manhattan, N. Y., toilet articles, \$5,000. B. Alexander, 1350 Broadway, Manhattan.

Service Products Corp., Borough of Manhattan, N. Y., cosmetics, \$10,000. H. L. Sitomen, 11 West 42nd street, New York, N. Y.

Adium Products, Inc., Battle Creek, Mich., proprietary medicines, medicinal products and cosmetics, 100,000 shares no par value.

Phyllis Moffett, Borough of Manhattan, N. Y., cosmetics, 200 shares common stock. J. L. Bigelow, 36 West 44th street, New York, N. Y.

Margaret Lane, Wilmington, Del., cosmetics, powder, creams, soaps, \$425,000; 100,000 shares common stock. Corp. Trust Co.

National Pinetree Products Co., Borough of Manhattan, N. Y., soaps, toilet articles. 5,000 shares of common stock. G. A. Enright, 232 Madison avenue, New York, N. Y.

Adele Cosmetics, Borough of Brooklyn, N. Y., \$10,000. B. Eilen, 277 Broadway, Manhattan, N. Y.

Ernest F. Graf, Borough of Manhattan, N. Y., cosmetics, \$10,000. S. Oliver, 505 Fifth avenue, New York, N. Y.

Beau Laboratories, Borough of Manhattan N. Y., cosmetics, 100 shares common stock. Attorneys Albany Service Co., 299 Broadway, New York, N. Y.

New England Pine Tree Products Co., Inc., Hoboken, N. J., toilet articles, 2,500 shares of common stock. New Jersey corporation. George A. Enright, New York, N. Y.

Allegheny Pine Tree Products Co., Inc., Hoboken, N. J., toilet articles, 2,500 shares of common stock. New Jersey corporation. George A. Enright, New York, N. Y.

* * * *

Business Troubles

Elder Drug Co., Inc., 1519 Westchester avenue, New York, N. Y., by McKesson Gibson Snow Co., Inc., for \$1,410. The Irving Trust Co. has been appointed receiver.

Paul Medvedev, 317 West 12th street, New York, N. Y., pharmacist. Liabilities, \$27,120; assets, none. Principal creditors listed are Sullivan County National Bank, \$3,500; Mary Howell, \$4,000.

Orphos Co., Inc., 135 William street, New York, N. Y., manufacturers of tooth paste. Liabilities, \$150,541; assets, \$2,660. Principal creditors are Constance Co., \$21,000; Philadelphia Advertising Co., \$20,400; Passaic National Bank, \$10,000; Wilkes-Martin-Wilkes Co., \$4,664; Pennsylvania Collapsible Tube Co., \$3,683; Athenia Steel Co., \$3,500. The Irving Trust Co. has been appointed receivers.

Consolidated Pharmacal Corp. of Buffalo, N. Y., Liabilities, \$28,554.47; assets, \$9,032.35.

A. Grabarski, 6058 Fullerton avenue, Chicago, Ill., druggist. No schedules filed.

Zoller Pharmacy, Inc., Alexandria Bay, N. Y., Liabilities, \$14,927; assets, \$4,332.

Sophia Duckor, 3123 Quentin Road, Brooklyn, N. Y., druggist, has assigned to Anne C. Roth, 461 East 135th street, Bronx, N. Y.

Derwent W. McCann, Perry, N. Y., druggist, voluntary petition. Liabilities, \$18,520.63; assets, \$5,902.29 and secured claims \$694.55.

Duncan Norvell Rose, 106 Mamaroneck avenue, White Plains, N. Y., druggist. Liabilities, \$39,360; assets, \$734. Eve I. Roemer principal creditor on a deficiency judgment for \$20,700.

Manashaw & Segall, 874 Seventh avenue, New York, N. Y., drug store, by Edward J. Barry, for \$1,172; Houbigant, Inc., \$236; Cheramy, Inc., \$25. The members of the firm are listed as David Manashaw and Henry Segall. The Irving Trust has been appointed receivers.

Sidney Brooks, 200 West 101st street, New York, N. Y., beauty parlor. Liabilities, \$19,831; assets, none.

Abraham Arensbert, 3572 De Kalb avenue, Brooklyn, N. Y., druggist. Liabilities, \$8,444; assets, none.

William Jasper, trading as William Jasper's Drug Store, 1378 East New York avenue, Brooklyn, N. Y. No schedules filed. Liabilities about \$8,800; assets, \$2,200. Judge Campbell has appointed Adolph C. Klendl, 191 Joralemon street, Brooklyn, receiver in bond of \$2,500.

A Survey of Technical Literature

by Col. Marston T. Bogert, Consulting Editor on Synthetics

THE following abstracts are made up from the technical literature of the perfume, toilet preparations, essential oil, synthetic and allied trades. They are intended to present a review of the industry's literature.

277. *Preparation of dl-citronellol.* Jean Doeuvre. *Bull. soc. chim.* 45, 403-12 (1929). The synthesis of dl-citronellol from 2-methyl-2, 6-heptenol is outlined.
278. *2-Methyl-2, 6-heptenol and natural d-citronellol.* Jean Doeuvre. *Bull. soc. chim.* 45, 351-64 (1929). Geraniol is converted into 2-methyl-2, 6-heptenol, and other antecedent and derived products are discussed.
279. *Determination of total geraniol in oil of citronella.* J. Zimmermann. *Chem. Weekblad* 26, 389-91 (1929). An examination of the errors involved in the ordinary analytical methods for the determination of geraniol in citronella oil and suggestions for improvements in method.
280. *Nerol and farnesol in cyclamen oil.* F. Elze. *Riechstoffind.* 3, 91; *Chem. Zentr.* 1928, II, 499 (1928). The oil was prepared from the flowers by extraction of liquid fat in steam distillation. It contained ketones, aldehydes, phenols, esters and free alcohols. Both nerol and farnesol were identified.
281. *Hexahydrofarnesal and norhexahydrofarnesal.* Julius v. Braun and Ernst Anton. *Ber.* 62B, 1489-91 (1929). The hypothesis that the stronger and more pleasant odor of 2,6-dimethyl heptyl aldehyde, as compared with isomeric nonyl aldehyde, is due to the branched chain of the former seems supported by the fact that the odor of norhexahydrofarnesal is pleasant, more refreshing and more flowery than that of hexahydrofarnesal. The preparation and other properties of these compounds are also given.
282. *Citral in lemon oil.* G. Ferguson and E. J. Parry. *Chemist & Druggist* 109, 762 (1928). The determination of citral by the cold process gives correct figures for pure citral only, while the hot alkali process may introduce errors due to the formation of aldehydes or ketones in an oxidized cold oil.
283. *The citral value of lemon oil.* Ernest J. Parry. *Chemist & Druggist* 110, 360 (1929). The generally accepted hydroxylamine method of the British Pharm. is the only one which should be recognized commercially. The phenylhydrazine method gives higher but inaccurate results.
284. *The catalytic reduction of geraniol and citronellal by means of platinum black.* Kodji Suzuki. *Chem. News* 139, 153 (1929). In the reduction of geraniol with platinum black the transition $C_{10}H_{18}O \rightarrow C_{10}H_{20}O$ proceeds more rapidly than that of the latter to $C_{10}H_{22}O$. Citronellal adds 1 mole H_2 to form the dihydro derivative. Addition of $FeSO_4$ tends to prevent reduction at the double bond, giving mainly citronellol.
285. *Citronellal.* H. I. Waterman and E. B. Elsbach. *Bull. soc. chim.* 45, 137-40 (1929). Criticism of the data published by Verley and presentation of what are claimed to be the correct values for various constants of citronellal.
286. *The ozonization of unsaturated gaseous hydrocarbons. III. Ozonization of butylenes, aldehydes and acetone.* E. Briner and R. Meier. *Helv. Chim. Acta* 12, 529-53 (1929). A study of the ozonization of propylene and of the 3 butylenes and a comparison of their products of hydrolysis.
287. *Perfumes.* Heine & Co. A.-G. *Fr. Pat.* 658,859. May 4, 1928. Acetic esters di-substituted by unsaturated groups, ketones, unsaturated acids, or esters or lactones of the latter, are added to known perfumes.
288. *Isobutyric acid esters in perfumes.* Alfons M. Burger. *Riechstoffind.* 3, 16-8; *Chem. Zentr.* 1928, I, 2466 (1928). Calls attention to the fact that these esters are present in many fruit odors and are extensively used in the perfume industry.
289. *Monocyclic lactones.* Soc. Anon. M. Naef & Cie. *Fr. Pat.* 657,971. July 23, 1928. The synthesis of monocyclic lactones of 14-18 links from the cyclanones of 13-17 links by the action of monopersulfuric acid.
290. *Some outstanding advances in the chemistry of the terpenes during the last decade.* Thomas H. Durrans. *Perf. Ess. Oil Rec.* 20, Special No., 278-9 (1929). An interesting review.
291. *Detection of isopropyl alcohol in the presence of acetone.* Walter Meyer. *Chem.-Ztg.* 53, 410-1 (1929). A consideration of the precautions necessary in the detection of isopropyl alcohol in the presence of acetone or other substances likely to interfere.
292. *Detection of isopropyl alcohol in cosmetics by piperonal.* G. Reif. *Z. Untersuch. Lebnsm.* 57, 277-88 (1929). Ketones and aldehydes are removed by hydroxylamine and isopropyl alcohol then detected colorimetrically by the use of piperonal in the presence of $EtOH$ and H_2SO_4 , followed by $AcOH$.
293. *Polymethylene acid alcohols (ω -hydroxyaliphatic acids) containing 8 to 21 carbon atoms.* P. Chuit and J. Hausser. *Helv. Chim. Acta* 12, 463-92 (1929). Of the ω -hydroxy fatty acids, the C_8 , C_{10} , C_{11} , C_{13} , C_{16} and C_{17} compounds have been prepared and studied carefully.
294. *The pinene in Cunninghamia konishi Hayata.* Tessaku Ikeda and Yasuji Fujita. *J. Chem. Soc. Japan* 50, 66-70 (1929). Very pure pinene was obtained from this source and its physical and chemical properties studied.
295. *Hydration of pinene by Bertram and Walbaum's method.* Yasuji Fujita. *J. Chem. Soc. Japan* 50, 70-3 (1929). Both borneol and isoborneol were obtained from pure pinene by this method.

Paris Trade Notes

THE Union des Syndicats Francaise de la Parfumerie at its meeting on April 4th elected its officers for a term of two years. They are as follows: president, Robert Bienaimé of the Syndicat de la Parfumerie Française; vice-president, Emile Baube, of the Syndicat Central des Huiles Essentielles et Matières Premières Aromatiques; vice-president, Pierre Dhumez, of the Syndicat des Parfumeurs-Distillateurs de Golfe-Juan-Vallauris; general secretary, Abel Pitiot, of the Syndicat de la Parfumerie de Lyon and of the Région Lyonnaise; and treasurer, Henri Desprez, of the Syndicat Général des Fabricants Fournisseurs de France pour Coiffeurs et Parfumeurs.

A delegation of Spanish perfume manufacturers has presented to the Minister of National Economy a request that the Spanish government take some steps to protect the sale of Spanish perfumes. The Spanish perfumers desire that a different law be established, that is to say not only protection from the custom authorities but also a domestic law to protect Spanish sales.

The request asks that French perfumes be debarred from sale where Spanish perfumes are sold. This request is in line with the French law in regard to the sale of Spanish wines in France. A favorable reception has been given this request by the Minister of National Economy.

Société des Produits Halca has recently been organized with a capitalization of 26,000 francs. The business address is at 131, rue de Vaugirard, Paris. The interested parties are Mme. Laborde, Hélène-Suzanne, 28, avenue de Wagram, Paris; Robert Roque, 13, avenue Robert-Bain, à Bois-Colombes (Seine); Louis-Georges Hostalrich, 11, rue Vasco-de-Gama, Paris; and François-Georges Hostalrich, 1, rue Pierre-Dulac, à Fontenay-sous-Bain (Seine).

A corporation by the name of **Société Francaise Bonicot** has recently been formed for trade in perfumery, beauty, and various other products. Offices have been opened at 34, rue Taitbout, Paris. The company is capitalized for 300,000 francs. The directors are René Allovon, 88, rue des Dames; Charles Palin, 5, rue Edouard-Fournier; and José-Arnold Weissberger, Hotel Plaza Ahénée, all of Paris.

Le Métal Modern, a corporation formed for the manufacture and sale of articles of perfumery, etc., is located at 26, rue du Buisson-Saint-Louis, Paris. The capitalization has been set at 1,900,000 francs. The

directors are J. Ch. Fouinat, P. Grange, L. Dumas and E. Baudelot.

Parfumerie Millot, formerly located at 98 boulevard de Sebastopol, has moved its offices and is now established at 57 avenue Victor Emanuel, Paris.

Offices of Jean Patou, Parfumeur, are now located at 9, rue St. Florentin, Paris. This company was formerly located at 45 rue St. Roch.

At the **Exposition du Centenaire de l'Algérie** held at Oran Etablissements Antoine Chiris was presented with the Médaille d'Or for their display of tonquin products, raw materials particularly drawn from this colony, anise seed, oil of anise in the original containers, anethol and benzoin.

The display was handled by the Agence Economique de l'Indo-Chine.

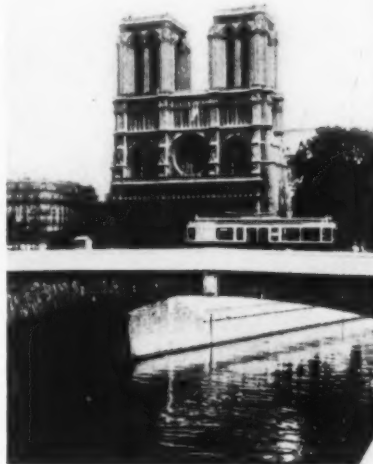
The **French Colonial Exposition**, created with the idea of making the people of France conscious of their great overseas empire was officially opened on May 6th by President Gaston Doumergue. This year's exposition is the first to have an enviable part devoted to the display of perfumes.

The success of the opening was a gratifying affair to all connected with the Fair but especially to Marshal Hubert Lyautey, High Commissioner of the Exposition and "father of modern French Morocco," for it was he with a small group who worked with him who first suggested a colonial exposition ten years ago and they are responsible for its realization.

The formal opening ceremony was held in the permanent museum building and after speeches by Marshal Lyautey and Paul Reynaud, Minister of Colonies, the president declared the exposition open. Both speakers referred to the political significance of the exposition and emphasized the lesson to be learned from it as one of union, union among races, among peoples which are a product of French civilization and among Frenchmen.

A general assembly of the **Syndicat Central des Huiles Essentielles et Matières Premières Aromatiques** was held on February 26, which was presided over by E. Baube, president of the association.

After the approval of the minutes of the preceding meeting, the subject of the luxury tax was taken up and occupied a considerable part of the discussion. The president, who had been in touch with Mr. Boizard, Directeur de la Taxe sur le Chiffre d'affaires, advised what progress had been made in reducing this tax.



British Trade Notes

THE Colonial Office reports that a Bill will be introduced at the next meeting of the Zanzibar Legislative Council to provide for the continuance for a further period of one year from July 1st next of the present system of granting a drawback in respect of cloves which have been exported from Zanzibar by the authorized agent of an approved vanillin manufacturer or of an approved clove oil distiller.

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The most important new company registration of the month is that of J. H. Dyson & Son, Ltd., Halifax, to carry on the business of manufacturers of and dealers in soap, cleansing and scouring powders, etc. The nominal capital is £20,000 in £1 shares (10,000 preferred and 10,000 ordinary). The directors are J. H. Dyson and Mrs. F. Dyson. Another interesting registration is that of Allen Cooper, Ltd., 33 Strand, London, with a capital (nominal) of £1,000, to carry on the business of chemists and perfumers. A. C. Walton and H. J. Gill are the directors.

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A recent notification of the Colonial Office states that, by a new regulation of the Federated Malay States Government, it is unlawful for lead or any compound of lead to be added to or to be an ingredient or component part of any cosmetic preparation sold in the Federated Malay States.

Anglo-French discussions have begun in the negotiations which are under consideration for a new treaty of commerce between the two countries. Britain is France's best customer. At the recent annual dinner of the *Chambre de Commerce Française de Londres*, Secretary G. M. Gillett of the Department of Overseas Trade stated that during 1930 Britain took over 20 per cent of France's exports. On the other hand, Britain takes only third place as a supplier of France's needs in imports, supplying only 11½ per cent. A large portion of Britain's exports to France consist of raw material, whereas the bulk of French exports to Britain are manufactured articles, an important percentage consisting of perfumery and toilet preparations. It is suggested that the present conversations with France are a preliminary to wider discussions, embracing several European countries, for a reduction of tariffs.

* * * *

The following resolution, passed unanimously by the Banbury Chamber of Trade, is typical of the opinion of British business interests regarding coupon trading: "Resolved that this meeting, representing every trade in Banbury and neighborhood, having emphatically condemned coupon gift schemes and coupon trading, feels that concerted action is now essential to bring to an

end this coupon system, which victimizes the public and the retailer, ensnares the customer's free will, and outrages all decent principles of trading. This meeting appeals to every shopkeeper in Banbury to co-operate by displaying posters, and strips in their windows and by distributing handbills with all purchases for at least ten days. By this means the shopping public will be enlightened as to the pernicious fallacy of coupon collecting, and this meeting feels that if the example of Banbury is followed throughout the country this menace to the public and retailers will be removed."

During the 10 days' campaign (April 20-30) a public meeting was held in the Town Hall at which the fallacies of coupon collecting were exposed.

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The British Empire Trade Exposition in Buenos Aires

closed at the end of April, the number of visitors who paid for admission being nearly 1,501,000. With regard to the amount of business done, it was ascertained at the London office that, although the exact figures are not yet available, the exhibiting concerns generally are well satisfied with results. One group has reported that in four weeks it obtained more valuable information regarding the Argentine market than in four years of ordinary procedure, and that it has thus been enabled to make adjustments in its marketing organization. Public interest in Buenos Aires in the exposition was very great, and orders have exceeded expectation.

* * * *

A remarkable feature of the capital structure of Lever Bros. is the small proportion of Ordinary

capital to the whole amount, the former constituting only £5,000,000 of the total of £56,627,546, excluding debentures for over £7,000,000. The Board proposes to rectify this top-heavy position somewhat by converting the 20 per cent £1 "B" preferred and the 8 per cent 5s. Preferred shares—which have been acquired by Unilever in exchange for 20 per cent Preferred 5s. shares—into Ordinary shares.

Unilever will also take up 14,000 additional Ordinary shares, so that the issued Ordinary capital will then be £6,500,000. The board likewise intends, says F. D'Arcy Cooper, to give notice in October of the repayment of the 7 per cent debentures, of which £3,520,000 is outstanding.

Mr. Cooper mentioned that the reduction in the profits last year was due entirely to the companies producing raw materials, the soap profits being £200,000 (\$1,000,000) higher. The firm's proportion of the world's soap trade has been maintained, if not increased.



Canadian News and Notes

Toronto

THE right of the T. Eaton Co., Ltd., to sell in Quebec Province certain patent medicines containing drugs which the Pharmacy Act provides should be sold only on prescription put up by a licensed druggist, was upheld in the Court of Appeals in Montreal. The medicines in question were ordered through a catalogue and sent into Quebec from the Toronto store. The complaint had been laid by the Pharmaceutical Association of Quebec. The court held that no offense had been committed in view of the fact that the Ontario law does not prohibit the sale of the drugs in the way it took place.

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Permits of a considerable number of Ontario retail druggists to sell alcohol have been cancelled or suspended because of the amount of "rubbing alcohol" that has been used internally instead of externally, according to the report of the Ontario Liquor Control Board for the past year. Hundreds of investigations have been held, says the chairman, Sir Henry Drayton. Some 1,333 druggists were granted licenses, but it is not known how many of these are cancelled or suspended, as the Board will not give out this information. Ontario doctors were granted 276 permits; dentists and veterinary surgeons were granted 156; manufacturers numbered 243; hospitals, 271; for scientific purposes, 137; and ministers 148, for sacramental purposes.

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The National Drug and Chemical Co. of Canada held a convention of their Western sales managers in Regina, Sask., during the past month. C. H. Lander, general sales manager, Montreal, addressed the gathering. Mr. Lander stated that the company had 14 branches in Canada and is the largest company in the whole British Empire. It has 65 salesmen in Canada. Although conditions and sales returns were below normal last year, Mr. Lander said the company did very well and that already this year an increase has been shown over the corresponding period of 1930. He is full of enthusiasm that hard times are behind us.

* * * *

J. W. McCoubrey, president and general manager of the United Drug Co. of Canada; Prof. George A. Evans, in charge of drug manufacturing; and John R. Kennedy, manager of toilet goods for the same company, have returned to Toronto after a month's tour of Ontario and Quebec. They addressed 22 meetings of druggists, attended by over 600 druggists, and covered some 3,000 miles. They expect big business from the Rexall stores of the two provinces during this year. The trio are preparing a tour of Western Canada and the Maritimes at an early date.

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The Drug Trading Co., Toronto, a cooperative buying organization owned and operated by 886 retail druggists in Ontario and Quebec, held its annual banquet and meeting for its shareholders and staff in the con-

(Continued on Page 176)

Montreal

A PROMINENT business man in the city of Montreal and well-known member of the Canadian druggist trade, the death has occurred here of John Donaghy, secretary of the Proprietary Association of Canada.

Born in Ireland, Mr. Donaghy came to Canada when he was two years of age and after school age joined the firm of Lyman Sons and Co., wholesale druggists.

For more than 32 years he has been associated with the Leeming Miles Co., Ltd. He held the position of secretary and for the past score of years he has been manager of the company.

He has been secretary of the Proprietary Association of Canada for some years and in this capacity he has been in close touch with the druggist trade throughout the length and breadth of the Dominion. Among other

duties he discharged was that of secretary of the Carillon Power Co. He had been associated with the various activities of Montreal Board of Trade for many years past.

Mr. Donaghy was also one of the best known Masons in the city of Montreal. A bachelor, he lived with his widowed mother who survives him. He died at the age of 52 after a brief illness in the Ross Memorial Pavilion, Montreal.



THE LATE
JOHN DONAGHY

There was a very large attendance at the funeral which took place from the chapel of Joseph C. Wray and Bro. Rev. T. A. Halfpenny, of St. James United Church, conducted the service, and paid a glowing tribute to Mr. Donaghy.

"John Donaghy," he said, "willingly gave up his social life in order to be better able to look after the interests of his firm and his devotion to duty should serve as an example to every young man. True to his Masonic principles, which he valued very highly, he constantly denied himself the recreations he was entitled to and gave up his whole life to the service of his fellow men.

"It is impossible to refer too strongly to the sterling qualities of the man, the faithfulness and dependability which he possessed in such large measure."

* * * *

After spending two months in South America, Charles E. Frosst of the firm of Charles E. Frosst & Co., Montreal, manufacturing pharmacists, has returned to this city. Mr. Frosst states that he has had a wonderful time. He emphasized that it was mainly a pleasure trip. So far as concerns business openings for the products of manufacturing pharmacists he said that he did not think prospects are very good outside of the big cities.

Mr. Frosst was a member of the party of Canadian business men who visited South America under the

auspices of the Canadian Chamber of Commerce and the Canadian Manufacturers Association. The principal purpose of the trip was to attend the British Empire exposition in Buenos Aires which was opened by the Prince of Wales. He was greatly impressed with the beauty and architectural richness of Buenos Aires and declared that the city compares favorably with any on the American continent.

* * * *

Some 300 chemists from both sides of the line are expected at the annual meetings of the Canadian Chemical Association to be held in Montreal on May 27, 28 and 29.

* * * *

The annual meeting of the Pharmaceutical Association of the Province of Quebec has been arranged to take place in Montreal on June 9.

* * * *

Suffragists of the Province of Quebec spent a very pleasant afternoon at the country home of the Hon. Henry Miles, president of the Leeming Miles Co., Ltd., at Victoria, Quebec. The occasion was the celebration of the 13th anniversary of the granting of the Federal vote to women. Mr. Miles was warmly thanked for his hospitality by Mrs. J. A. Lamarche, treasurer of the Canadian Alliance for Women's Votes in Quebec.

Mr. Miles has a considerable poultry farm attached to his country home and no fewer than 6,000 newly hatched chicks cheeped a chorus of welcome to the feminists.

Toronto

(Continued from Page 175)

cert hall of the Royal York Hotel on the evening of May 6, with an attendance of 750 guests. President W. H. Worden was in the chair and the principal speaker of the evening was J. Frank Grimes, Chicago, who spoke on the present day trend towards organization.

* * * *

Russell H. McDuffee, registrar of the Pharmaceutical Association of British Columbia, who was stricken recently with a serious illness, is back again in his office.

* * * *

Harold D. West, wholesale druggist, Toronto, president of the Toronto Druggists Golf Association, has also been elected president for this year of the Ontario Druggists Golf Association. The Northrup & Lyman Co. will again donate a "Nalco Trophy" for competition in 1931.

* * * *

The Pharmacy Students Association of the University of Manitoba held their annual "Grads. Farewell" at the Marlborough Hotel, Winnipeg, last month.

* * * *

The Toronto Druggists Golf Association have set their tournament dates for May 19, June 23, July 22, and September 16.

* * * *

The Ohio State Pharmaceutical Association are to hold their 53rd annual convention this year on June 14 to 18 by going on board lake steamer at Cleveland and cruising to Toronto.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT

Perfumer Publishing Co., 432 Fourth Ave., New York.

TRADE MARK REGISTRATIONS

"Bathjoys". Toilet preparations. Reckitts (Oversea) Limited, of Hull, England; Montreal, Quebec; and Toronto, Canada.

"Persian Balm". Toilet preparation. Northrup & Lyman Co., Limited, Toronto, Ont.

"Elizabeth Arden". "Poudre D'Illusion". Face powder. Elizabeth Arden of Canada, Limited, Toronto, Ont.

"Rex". Extracts. Canadian Pure Products Co., Ltd., Montreal, Quebec.

"Miracle". Perfumes and cosmetics. Lenthier Inc., City and State of New York.

"Vita-Ray". Toilet preparations. The Ayer Co., a corporation of Lowell, Mass.

"Glo-tex". Toilet preparations for the hair. Charles Weir Ewing, Toronto, Ont.

"Youth-Shade". Coloring material in liquid form for bleached and gray hair. Youth Products Co., a corporation of Detroit, Mich.

"Superset". Preparations for treating hair and for use in waving or curling hair. The Nestle-LeMur Co., a corporation of Ohio, with its principal place of business in New York City.

"Seventeen". Toilet preparations. Colgate-Palmolive-Peet Co., Ltd., Toronto, Ont.

"Oxford". Soap, washing powder, talcum powder, cream for shaving purposes and special soap for hands. Oxford Soap Co., Montreal, Que.

"Preservene". Soap. Preservene Proprietary, Ltd., of Henty House, 499-503 Little Collins St., Melbourne, Victoria, Australia.

"Rose Bosphore". Synthetic perfume. Newport Chemical Works, Inc., Carrolville, Wis.

PATENTS

310,021.—Process of manufacturing soap. Carlos Conen, Buenos Aires, Argentine.

310,538.—Self-closing container tube. Frederick Washington Ellyson, St. Polten, Upper Austria.

Harry B. Burr, New Westminster, B. C., has been elected president of the Fraser Valley Division of the Retail Merchants Association.

* * * *

Bandits are again busy thieving in drug stores. Complaints have come in from Windsor, Toronto, Norwood and Blenheim in Ontario, and New Westminster and Vancouver in British Columbia.

* * * *

I. Dean, manager for the Lambert Pharmacal Co. and the Pro-Phy-lac-tic Brush Co. of Canada, Ltd., with headquarters in Toronto, has been calling on the trade throughout Western Canada. At last accounts he had reached Vancouver.

Patent and Trade Mark Department

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D." International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT

Perfumer Publishing Co., 432 Fourth Avenue
New York City

Note—Dates given in Trade Mark Registrations are those from which use of the mark is claimed.

Trade Mark Registrations Applied For (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

286,909.—Josie A. Wanous Shampoo Bag Co., Minneapolis, Minn. (Jan. 1, 1902.)—Mixture of herbs for use in washing or shampooing the hair.

290,478.—Scott & Gilbert Co., doing business as Lady Peggy, Inc., San Francisco, Calif. (May 1, 1928.)—Toilet preparations.

291,940.—Samuel Tinsky, doing business as Magdent Laboratories, New York, N. Y. (Oct. 23, 1929.)—Tooth paste, tooth powder, and mouth wash.

293,056.—McKesson & Robbins, Inc., Bridgeport, Conn. (Sept. 1, 1929.)—Salve for treatment of skin irritations, baby powder, and baby cream.

293,797.—Sternberg, Haberland, Liebert & Co., Berlin, Germany. (1921.)—Toilet preparations.

298,092.—El Estado Products Co., Seattle, Wash. (Mar. 20, 1930.)—Face cream and vanishing cream.

298,781.—Harry K. Babbitt, doing business as H. K. Babbitt Co., Philadelphia, Pa. (Mar. 15, 1930.)—Shaving cream.

302,110.—Huey U. Williams, doing business as Williams & Williams, Atlanta, Ga. (Apr. 28, 1930.)—Toilet preparations.

304,342.—The Paris Hair Tonic Co., Sociedad Anonima, Mexico City, Mexico. (July 5, 1930.)—Hair-curling tonic.

304,931.—Societe des Etablissements Eugene Koenig (Eugene Koenig et Cie., Societe En Commandite Par Actions), Marseille, France. (June 12, 1924.)—Powder for washing and renewing wash-leather gloves, silk stockings, blouses, jumpers, laces, etc.

305,616.—Kabushiki-Kaisha Takeda Chobei Shoten, Osaka, Japan. (May 8, 1930.)—Deodorant.

307,025.—Mattie D. Warde, Philadelphia, Pa. (1920.)

—Hair tonic, salve for straightening the hair, face lotion, foot lotion, face cream.

308,438.—Gordon-Allen Ltd., Oakland, Calif. (Sept. 10, 1930.)—Granulated laundry soap.

308,964.—Chanel, Inc., New York, N. Y. (Dec. 1929.)—Perfume and face powder.

309,042.—Zala Perfumery Co., Philadelphia, Pa. (May, 1916.)—Shampoo.

309,798.—American Toiletries Co., Inc., Marion, Ohio. (1896.)—Toilet preparations.

309,889.—Engeliste Products Co., Inc., New York, N. Y. (Mar. 9, 1929.)—Cleaning and washing powders.

310,022.—Melican & Co., Chicago, Ill. (Dec. 15, 1930.)—Soap flakes.

310,027.—Research Foundation, Inc., New York, N. Y. (July 31, 1928.)—Tooth powder, dentifrices, and mouth wash.

310,058.—Lentheric, Inc., New York. (Nov. 21, 1924.)—Toilet preparations.

310,160.—P. W. Byrd, Ph. C. Research Laboratories, San Jose, Calif. (Aug. 11, 1930.)—Skin lotion, skin bleach, and hair tonic.

310,199.—Elizabeth Parr, Baltimore, Md. (June 1, 1930.)—Composition for promoting the growth of the hair.

310,437.—Jerome C. Wise, doing business as Denise et Cie., New York, N. Y. (Aug. 1, 1930.)—Nail polish.

310,448.—Lentheric, Inc., New York, N. Y. (Aug. 12, 1924.)—Face powder sachets, bath salts, lip sticks, toilet waters, rouges, and powder compacts.

310,551.—Ben Brocker, doing business as Gete, New York, N. Y. (Jan. 27, 1931.)—Cosmetics.

310,556.—Colgate-Palmolive-Peet Co., Chicago, Ill. (Nov. 15, 1930.)—Antiseptic and germicide for use as a mouth wash, gargle, deodorant, nasal spray, or douche.

310,631.—Auralite Mfg. Co., Chicago, Ill. (Feb. 4, 1928.)—Deodorant.

310,850.—A. P. Babcock Co., New York, N. Y. (Jan. 8, 1931.)—Toilet preparations.

310,902, 310,903, 310,904, 310,905.—Daggett & Ramsdell, New York, N. Y. (Jan. 22, 1931.)—Cold cream and cleansing cream; vanishing cream.

310,912.—Alex A. Cohen, doing business as Alco Advertising Supply Co., Providence, R. I. (Dec. 1, 1929.)—Extracts.

310,921.—The Queen Perfumery Co., San Juan, Porto Rico. (July, 1927.)—Perfume.

310,950, 310,951, 310,952, 310,953, 310,954, 310,955.—Societe Anonyme Jean Patou, Paris, France. (1927.)—Toilet preparations.

310,993.—Gordon Corp., Ltd., Berkeley, Calif. (Feb. 15, 1930.)—Soap, washing powder, and other cleaning preparations having a soap base.

311,266.—The Denver Mud Co., Inc., Denver, Colo. (Apr. 1, 1930.)—Cosmetic toilet clay preparation for the aid of beauty.

311,281.—Paxton & Gallagher Co., Omaha, Nebr. (1912.)—Food-flavoring extract.

311,335.—Hollywood Marvel Products Co., Hollywood, Calif. (Aug. 1, 1930.)—Soap.

311,427.—Gabilla, Inc., New York, N. Y. (Sept. 10, 1910.)—Perfume, toilet water, talcum powder, face powder, and dusting powder.

311,433.—Gabilla, Inc., New York, N. Y. (Jan. 13, 1928.)—Perfume.

311,436.—Gabilla, Inc., New York, N. Y. (Oct. 29, 1910.)—Perfume, toilet water, talcum powder, sachet powder, and dusting powder.

311,445.—Preservene Proprietary, Ltd., Melbourne,

TRADE MARKS									
 M 162, 304	SHAMPOO-BAG 284, 909	 291, 940	 304, 342	DAMOLA タモラ 305, 616	 307, 025	 310, 058	 310, 950	 310, 993	 310, 954
 294, 761	<i>Lady Peggy</i> 290, 478	ETAM 292, 777	 308, 438	<i>Albadien</i> 309, 798	 310, 551	 310, 905	 310, 905	 310, 905	 310, 905
<i>Paris Bouquet</i> 302, 110	 310, 448	 298, 092	CHEVRETTE 304, 931	 310, 903	 311, 335	 310, 905	 310, 905	 310, 905	 310, 905
 310, 199	 310, 022	 310, 140	<i>Heureux Amants</i> 310, 952	 309, 042	 311, 783	 310, 905	 310, 905	 310, 905	 310, 905
 310, 556	 310, 631	 311, 436	<i>Cocktail Dry</i> 310, 955	 310, 904	 311, 736	 310, 905	 310, 905	 310, 905	 310, 905
 311, 281	 311, 433	 311, 436	<i>Happy Lovers</i> 310, 951	 310, 904	 310, 437	 310, 905	 310, 905	 310, 905	 310, 905
 311, 513	 311, 445	 311, 436	 310, 912	 310, 902	 310, 950	 310, 905	 310, 905	 310, 905	 310, 905
 311, 585	 311, 764	 311, 436	 310, 902	 311, 512	 311, 509	 310, 905	 310, 905	 310, 905	 310, 905
 311, 514	 312, 476	 311, 436	 310, 921	 311, 512	 311, 527	 310, 905	 310, 905	 310, 905	 310, 905
 312, 195	 312, 476	 311, 436	 311, 511	 311, 512	 312, 202	 310, 905	 310, 905	 310, 905	 310, 905
			 312, 225	 311, 944	 312, 119	 310, 905	 310, 905	 310, 905	 310, 905

Victoria, Australia. (1909.)—Soap, soap flakes, and sand soap.

311,507.—John H. Breck, Inc., Springfield, Mass. (Feb. 4, 1931.)—Preparations for the treatment of the hair and scalp.

311,509.—Burrough Brothers Mfg. Co., doing business as Burrough Brothers Laboratories, Baltimore, Md., and Cleveland, Ohio. (Feb. 16, 1931.)—Preparation for use as a mouth wash and throat gargle.

311,511 and 311,514.—Colgate-Palmolive-Peet Co., Chicago, Ill., (June, 1930.)—Soap; (June, 1927.)—Soap; (Under ten-year proviso, 1894.)—Soap; (Nov., 1929.)—Toilet Soap, respectively.

311,523 and 311,524.—Gabilla, Inc., New York, N. Y., (1929.)—Perfume; (1912.)—Perfume.

311,527.—The Hygienol Co. Inc., New York, N. Y. (Feb. 21, 1927.)—Powder puffs.

311,585.—Adele Morel, Inc., New York, N. Y. (Nov. 15, 1930.)—Liquid preparations for use upon the face for the purpose of stimulating circulation.

311,627.—Société Anonyme M. Naef & Cie., Geneva, Switzerland. (Nov. 8, 1930.)—Artificial and synthetic perfumes, essential oils.

311,736.—K O System of Sanitation, Cleveland, Ohio. (Oct. 15, 1930.)—Deodorants.

311,745.—R. C. McAtter Co., Pittsburgh, Pa. (Jan. 25, 1931.)—Food tints.

311,764.—Alexander Albert, doing business as Associated Beauticians, Brooklyn, N. Y. (July 15, 1930.)—Preparation for external application in the improve-

ment and treatment of the skin, a cleansing and softening thereof, and as a hairdressing, beard softening, hair-wave set, and dressing for sunburn and windburn.

311,783.—Island Road Bottling Co., Philadelphia, Pa. (Feb. 23, 1931.)—Extracts.

311,821.—Chocolate Products Co., Chicago, Ill. (June 1, 1924.)—Extracts.

311,933.—Scruggs-Vandervoort-Barney, St. Louis, Mo. (July, 1930.)—Toilet preparations.

311,944.—Youth Products Co., Detroit, Mich. (Sept. 1, 1930.)—Coloring material for bleached and gray hair, in liquid form.

312,096.—Dermay Perfumers, Inc., New York, N. Y. (Feb. 1, 1931.)—Cleansing tissue papers.

312,119.—Viviny Perfumers, Inc., New Haven, Conn. (Mar. 3, 1931.)—Toilet preparations.

312,195.—Murray and Nickell Mfg. Co., Chicago, Ill. (Mar. 10, 1931.)—Henna, quick wave set, and wave set powder compound.

312,202.—Chester Paul Shoudy, Spokane, Wash. (Jan. 1, 1931.)—Dentifrices and mouth washes.

312,225.—Theall & Pile, Inc., New York, N. Y. (May 1, 1921.)—Extracts.

312,317.—Société Anonyme Jean Patou, Paris, France. (Oct. 22, 1930.)—Toilet preparations.

312,476, 312,477.—Canadian Club Corp., Philadelphia, Pa. (1910.)—Extracts.

312,565.—Rebecca Leferman, doing business as The Silver Bottling Works, Port Chester, N. Y. (Dec. 15, 1929.)—Extracts.

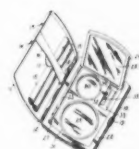
Patents



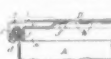
P 1,900,230



P 1,902,858



P 1,900,624



P 1,903,799



P 1,900,774



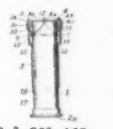
P 1,903,023



P 1,901,464



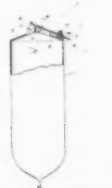
D 84,063



P 1,901,465



P 1,901,762



P 1,900,936



P 1,901,998



D 83,901



D 83,907

Trade Mark Registrations Granted (Act of March 19, 1920)

These registrations are not subject to opposition:

M282,308.—Frances Rabinovitch, Philadelphia, Pa. (Serial No. 307,689. May 1, 1928.)—Tooth paste.

Patents Granted

Consideration of space prevents our publishing numerous claims and specifications connected with these Patents. Those interested can secure copies of patents by ordering them by number at 10c. each from Commissioner of Patents, Washington, D. C.

1,800,230. Powder Box. Béla Rosenthal, Budapest, Hungary. Filed Nov. 18, 1929. Serial No. 408,103, and in Hungary Aug. 7, 1929. 5 Claims. (Cl. 132—83.)

1,800,624. Vanity Case. Albert Hagel, Bloomfield, N. J., assignor to Consolidated Safety Pin Co., Bloomfield, N. J., a Corporation. Filed Apr. 18, 1929. Serial No. 356,067. 2 Claims. (Cl. 132—83.)

1,800,774. Collapsible-Tube Closure. Walter F. Boserker, Mount Carmel, Ill. Filed Dec. 21, 1929. Serial No. 415,772. 3 Claims. (Cl. 221—60.)

1,800,862. Method of Separating Secondary Alcohols From Pine Oil. Irvin W. Humphrey, Wharton, N. J., assignor to Hercules Powder Company, Wilmington, Del., a Corporation of Delaware. Filed July 8, 1927. Serial No. 204,407. 23 Claims. (Cl. 260—153.)

1,800,936. Collapsible Tube. William Oren Ganger, Bull Run, Oreg. Filed Feb. 19, 1929. Serial No. 341,107. 4 Claims. (Cl. 221—60.)

1,801,464. Holder for Lip Sticks and the Like. Lucy Cotton Ament, New York, N. Y., now by judicial change of name Lucy Cotton Thomas. Filed Feb. 16, 1929. Serial No. 340,609. 4 Claims. (Cl. 206—56.)

1,801,465. Holder for Lip Sticks and the Like. Lucy Cotton Ament, New York, N. Y., now by judicial change of name Lucy Cotton Thomas. Filed Sept. 25, 1929. Serial No. 395,096. 14 Claims. (Cl. 206—56.)

1,801,762. Vanity Case. Albert Brun, Paris, France. Filed July 9, 1930. Serial No. 466,762. 6 Claims. (Cl. 132—83.)

1,801,898. Toilet Article. Saverio Biondi, Los Angeles, Calif., assignor to William L. Caspar, Los Angeles, Calif. Filed May 25, 1929. Serial No. 365,981. 1 Claim. (Cl. 132—785.)

1,802,055. Method of Producing Menthol and Its Isomers. Hans Jordan, Berlin-Steglitz, Walter Schoeller, Berlin-Westend, and Reinhard Clerc, Berlin, Germany, assignors to the Firm: Schering-Kahlbaum Aktiengesellschaft, Berlin, Germany. Filed Aug. 15, 1927. Serial No. 213,207, and in Germany Nov. 16, 1926. 7 Claims. (Cl. 260—153.)

1,802,468. Process of Making Alcohols from Aldehydes. Ching Tsang Ho, Passaic, N. J., assignor to Eric C. Kunz, Montclair, N. J. Filed Nov. 4, 1926. Serial No. 146,286. 3 Claims. (Cl. 260—156.)

1,802,472. Process for the Production of Alcohol from Aldehydes. Eric C. Kunz, Montclair, N. J. Filed July 14, 1927. Serial No. 205,842. 11 Claims. (Cl. 260—156.)

1,802,858. Vanity Case. Ralph W. Wilson, New York, N. Y., and Winfred T. Parkin, Providence, R. I., assignors to Theodore W. Foster & Bro. Co., Providence, R. I. Filed May 14, 1930. Serial No. 452,246. 8 Claims. (Cl. 132—83.)

1,803,023. Compact Case. Morris E. Lessin, New York, N. Y., assignor to Hugo Mock, New York, N. Y. Filed Mar. 14, 1930. Serial No. 435,683. 5 Claims. (Cl. 132—83.)

1,803,076. Shaving Composition. Antonio V. Simone, Croton-on-Hudson, N. Y. Filed Sept. 29, 1928. Serial No. 309,355. 1 Claim. (Cl. 87—5.)

1,803,159. Detergent Composition and Method of Making It. Henry E. Willsie, New York, N. Y. Filed Apr. 23, 1928. Serial No. 272,361. 3 Claims. (Cl. 87—5.)

1,803,799. Sifting Top Can. Charles Gueritey, Passaic, N. J. Filed Aug. 16, 1927. Serial No. 213,336. 5 Claims. (Cl. 221—62.)

Designs Patented

83,901. Bottle Cap. Truman Huffman, Hartford, Conn., assignor to Colt's Patent Fire Arms Manufacturing Co., Hartford, Conn., a Corporation of Connecticut. Filed Nov. 15, 1930. Serial No. 37,668. Term of patent 14 years.

83,907. Bottle. Joseph Mathoux, Paris, France, assignor to Société Anonyme Premet, Paris, France, a Corporation of France. Filed Feb. 4, 1931. Serial No. 38,544. Term of patent 7 years.

84,083. Vanity Case. Alice McL. Jones, New York, N. Y., assignor to Pinaud, Inc., New York, N. Y., a Corporation of New York. Filed Mar. 5, 1931. Serial No. 38,948. Term of patent, 14 years.

American Perfumes and Toilet Soap Favored in Costa Rica

There is small but increasing demand for perfumes, toilet waters, perfumed soaps, and other fancy toilet articles in Costa Rica. Imports of perfumery and toilet soap from the United States increased during the period 1927-1929.

Perfumery:	1927	1928	1929
United States	\$22,740	\$24,755	\$29,992
Germany	28,175	25,641	11,591
France	7,807	6,346	26,106
United Kingdom	8,100	6,353	2,953
Fine Soap:			
United States	10,212	10,646	11,767
Germany	12,350	9,139	11,266

(Consul Edward Caffery, San Jose.)

Market Report

Synthetics and Derivatives

SOME unsettlement has characterized the markets for the more important bulk materials. The competition between sellers of these leading items has become extremely keen during the last few weeks and there are frequent reports, not always possible of confirmation, of special terms and prices on really desirable business. Openly, prices have varied but little during the interval since our last review, but there is no doubt that when large orders appear, the prices at which they are filled depend upon competitive conditions and not upon the schedule at which makers and dealers would like to sell goods.

In addition, there have recently been some lots of goods on the market which seemed to be throwbacks from consumers but may have been something quite different. Offers of some of these bulk items have reached the market at unexpected times and through unusual channels and at prices somewhat below the levels generally current in the market. It is a situation of which buyers might well take advantage for a recovery in business would speedily put an end to these bargains and bring quotations back into first hands where they are usually fixed in more normal times.

Thus far, this extremely competitive position has not been extended much to the minor and more costly items. They too are highly competitive but not to the extent reached in the more important materials. Here the competition has not been solely on the basis of price but more in terms, uniformity, and service. However, some concessions have been made for immediate business even in these materials and the market has not been as stable as most sellers had hoped to find it.

Geraniol is rather easy with a considerable volume of resale material offering in the market. Linalool is also rather weak and prices on some large soap business have been below the general schedule. The competition in amyl cinnamic aldehyde has also been quite keen. Makers of ethyl vanillin have been somewhat encouraged by the new alcohol regulations which would seem to permit of the use of this material in greater volume in its natural field, the flavoring extract industry. This may have an excellent effect upon the market a little later.

Musks remain at former prices. Some rather low priced business in musk xylol has been reported but ambrette and ketone remain reasonably steady. Phenyl ethyl alcohol is unchanged and in fair request. Citronellyl acetate is offered slightly lower. Eucalyptol is suffering from severe competition and is considerably cheaper in some quarters. Iso-eugenol and eugenol are both easier owing to the drop in raw material prices.

Essential Oils

THE market has been a quiet affair since our review of last month. Business, which for a time seemed to be quite active, has again slackened and the volume of oils passing into consumption is by no means heavy. Some of the large buyers have covered well ahead on their requirements, considering the recent price levels most favorable for this purpose, as indeed they are. This helped the market for a time but now these houses are covered and are not in the market for more goods. The smaller buyers are operating only on such quantities as they need for immediate use.

There has also been a growing complaint about the slowness of collections and the unwillingness of contract buyers to accept deliveries against their standing obligations. Both of these factors have further unsettled the market and made for rather poor business throughout the period.

In spite of the fact that it seemed two months ago that prices had reached the rock bottom, the levels today are still lower. There has never been a time when so many important oils could be purchased at such absolute bargain prices as at present. It seems hardly possible that many of these oils can decline any further. If there ever was a favorable time for advance buying, it is the present. Those who are able to take on supplies should certainly do so now. Any recovery in business volume or activity will almost certainly result in advances; and, when the market starts upward, it will be a long time before the present levels are duplicated or approached.

Floral products are under considerable pressure. Developments in the primary markets have not been at all favorable to the producers and many of them are offering goods at levels which no one could have anticipated a year or even six months ago. The quotations prevailing in New York are not much different from those of last month but there is the possibility of shading prices materially on actual business. News regarding the new crops thus far has been favorable to at least normal yields of the important materials.

Seed and spice oils have been consistently declining. The price basis of seeds and spices of all kinds has been steadily declining and some of these raw materials are at record low levels. The result has been general weakness throughout the list of oils. Anise is easier. Cassia has declined. Clove dropped sharply a short time back and while steady now, is far from firm. There has been a sharp cut in distilled ginger the raw material for which is at very low levels. Other oils in this group are also more or less unsettled.

Citrus oils were featured during the month by the

(Continued on Page 184)

Grasse Report for May

From Our Own Correspondent

WITHOUT having been better, the general economic situation in France has not grown worse during the last month. The situation seems to be well in hand now and the pessimism which has ruled for some time has been replaced by a moderate degree of optimism. There are many factors which are contributing to this feeling of optimism: the deficit of our railways has been appreciably reduced; our exports have increased and our unfavorable trade balance has been reduced; and of even greater importance, our unemployment statistics for the first time since October show a decrease in the number of unemployed. However, we must let events take their course up to the time when we can clearly see signs of a recovery. We await the coming of summer which many believe will be the end of the depression and meanwhile find most people looking forward to its coming with a great deal of confidence.

Our market reflects this improvement only slightly. The resistance of the market for many essential oils has brought some activity in business, indicating that prudent buyers know that they can profit from the exceptional conditions by assuring their requirements for the future at greatly depressed price levels. As for natural flower products, prices depend largely upon the difficulties in which producers and perfumers find themselves in the face of the imminent new crops and the consequences flowing from them. With a greater and greater slackening of consumption which limits buying to the strict requirements of the consumers, a severe reduction in production will be necessary to reestablish the situation and relieve the market of heavy stocks which interfere with its steadiness.

April opened with severe cold and rain. There followed a very seasonable temperature ranging from 71° F. in the shade to as high as 98° F. in the sun. This lasted until about the 18th and 19th, days during which a cold north wind brought a return of wintry weather. This brought a serious drop in temperature in the whole section bringing hailstorms followed by a cold wind and white frost in the Var, Basses-Alpes and the Southern part of the Hautes-Alpes. There was not much damage in our region. Some plantations, located in the valleys, have suffered a little, notably exposed rose field which had the buds partly frozen.

Orange Flower

The orange trees have not been slow in blooming. In warm and protected quarters, the flowering twigs

are abundant and there are many buds. The crop will be in in a few days and the forecasts which have been made regarding the abundance of the crop seem likely to be realized. This however, does not apply to the groves which were ruined by the frost of 1928-29.

The crop comes in under conditions holding little encouragement for the growers of whom many for several years have had nothing but disappointments. The economic crisis which restricts the needs of the factories considerably, will make the absorption of the crop difficult and will take much good nature on the part of each side to arrive at an agreement regarding the price to be paid for the flowers. The producers will desire at least enough to compensate them for their expenses and, supported by their Co-operative, they have let it be known that they will be satisfied with a price of 5 or 6 francs per kilo. It seems unlikely that the Syndicate of Perfumers will accept this level and a price of 3 or 4 francs seems more probable. If an agreement is reached on this basis the price of

neroli will decline in proportion to the price of the concrete. The market, which will be established at the end of the distillation, will of course, take into account the existing stocks made when the flowers cost 20 francs and more in 1929 and 10.60 francs in 1930.

Rose

The situation in rose is about the same. If the crop is deficient in certain centers of production, it will be abundant in some regions

where the plantations have not been giving satisfactory results in recent years. Some conversations have already taken place and some particular arrangements have been made covering small quantities, but these cannot be taken as a basis for action when the time shall have come for fixing the price of the flowers. This will without doubt be considerably lower than the price of 2.50 francs in 1930 and it now seems likely that it will be established in the vicinity of 1.75 francs per kilo.

We hear that there will be a good crop in Bulgaria. Some plantations there suffered from cold weather at the beginning of April, but their deficit will be more than made up by the production from new plantations established on account of the very interesting prices prevailing during the last few years. At the moment of writing, we have not learned whether the price has been fixed or not, but general opinion here is that it will be in the vicinity of 8 to 10 levas per kilo and this is confirmed by recent indications. In such event, the

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Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS			Geranium, Con.			Sage, Clary		
Almond Bitter, per lb.	\$2.75@	\$2.90	Spanish	16.00@		Sandalwood, East India	50.00@	
S. P. A.	3.00@	3.20	Turkish (Palma Rosa)	2.30@	2.60	Australia	8.50@	9.00
Sweet True	.51@	.60	Ginger	4.85@	5.20	Sassafras, natural	1.40@	2.00
Apricot Kernel	.30@	.35	Gingergrass	3.00@	3.15	artificial	.29@	.34
Amber, crude	.24@	.30	Grape Fruit	3.40@	3.70	Savin, French	2.35@	2.60
rectified	.50@	.60	Guaiac (Wood)	2.85@		Snake Root	9.25@	11.00
Ambrette, oz.	46.00@		Hemlock	1.05@		Spearmint	2.15@	2.40
Amyris balsamifera	2.20@	2.80	Hops	10.00@	14.00	Spruce	1.05@	
Angelica Root	32.00@	37.50	Horsemint	4.25@		Styrax	12.00@	
seed	28.00@	33.00	Hyssop	24.00@		Tansy	3.00@	3.30
Anise, tech.	.47@	Nom.	Juniper Berries, rectified	2.00@	2.40	Thuja	1.75@	
lead free, U. S. P.	.49@	.53	Juniper Wood	.60@	.62	Thyme, red	.90@	1.20
Araucaria	1.75@	1.85	Laurel	15.00@		White	1.05@	1.55
Aspic (spike) Spanish	.70@	.85	Lavender, English	32.00@		Valerian	8.00@	10.00
French	.80@	1.00	French	2.15@	3.50	Verbena	3.75@	7.00
Balsam Peru	6.00@		Garden	.50@	.55	Vetivert, Bourbon	5.50@	8.50
Balsam, Tolu, per oz.	4.25@		Lemon Italian	.82@	1.05	Java	10.00@	25.00
Basil	50.00@		Calif.	.75@	.90	East Indian	30.00@	
Bay, Porto Rico	2.15@	2.35	Lemongrass	.60@	.70	Wine, heavy	1.80@	2.00
West Indies	2.15@	2.35	Limes, distilled	10.25@	12.00	Wintergreen, Southern	4.00@	
Bergamot	2.00@	2.50	expressed	12.00@	14.50	Penn. and Conn.	7.75@	8.50
Birch, sweet N. C.	1.90@	2.15	Linaloe	1.90@	2.20	Wormseed	3.15@	3.60
Penn and Conn.	3.00@	4.00	Lovage	27.50@		Wormwood	8.00@	8.25
Birchtar, crude	.15@		Mace, distilled	1.40@		Ylang-Ylang, Manila	30.00@	32.00
Birchtar, rectified	.50@	.55	Mandarin	4.75@	7.50	Bourbon	5.45@	9.00
Bois de Rose	.90@	1.45	Marjoram	6.25@		TERPENELESS OILS		
Cade, U. S. P.	.30@	.35	Melissa	5.00@		Bay	5.25@	5.75
Cajeput	.75@	1.20	Mirbane	.15@		Bergamot	8.25@	10.00
Calamus	3.00@		Mustard, genuine	10.00@	12.00	Clove	5.15@	
Camphor "white"	.19@	.23	artificial	1.70@	2.00	Coriander	20.00@	
sassafrassy	.22@	.25	Myrrh	10.00@		Geranium	9.00@	13.50
Cananga, Java native	2.00@	2.15	Myrtle	4.00@		Lavender	8.25@	9.25
rectified	2.40@	2.80	Neroli, Bigarade, pure	150.00@	215.00	Lemon	8.50@	17.00
Caraway Seed, rectified	1.70@		Petale, extra	180.00@	275.00	Lime, Ex	62.00@	
Cardamom, Ceylon	20.00@	30.00	Niaouli	3.45@		Orange, Sweet	85.00@	100.00
Cascarilla	65.00@		Nutmeg	1.40@	1.60	bitter	90.00@	115.00
Cassia, 80@85 per cent	.85@		Olibanum	6.50@		Petitgrain	5.25@	6.50
rectified, U. S. P.	1.10@	1.25	Orange, bitter	2.70@	3.10	Rosemary	2.50@	3.75
Cedar leaf	1.00@	1.25	sweet, W. Indian	2.10@	2.30	Sage, Clary	90.00@	
Cedar Wood	.44@	.50	Italian	2.20@	2.40	Vetivert, Java	35.00@	
Cedrat	4.15@		Spanish	2.65@	2.75	Ylang-Ylang	28.00@	35.00
Celery	7.50@	9.00	Calif. exp.	2.15@	2.65	OLEO-RESINS		
Chamomile (oz.)	3.50@	5.00	dist.	1.15@	1.30	Benzoin	2.50@	5.00
Cherry laurel	12.00@		Origanum, Spanish	1.45@		Capsicum, U. S. P.		
Cinnamon, Ceylon	11.50@	15.00	Orris Root, concrete			VIII	3.10@	3.60
Cinnamon, Leaf	2.25@		domestic (oz.)	6.25@	8.00	Alcoholic	3.50@	
Citronella, Ceylon	.46@	.52	foreign (oz.)	6.50@	8.00	Cubeb	3.25@	
Java	.59@	.65	Orris Root, absolute			Ginger, U. S. P. VIII	3.00@	
Cloves Zanzibar	1.65@	2.00	(oz.)	70.00@	90.00	Alcoholic	3.25@	4.60
Cognac	22.00@	28.00	Orris Liquid	18.00@	25.00	Malefern	1.45@	1.60
Copaiba	.63@	.70	Parsley	8.00@	9.25	Oak Moss	15.00@	15.50
Coriander	5.00@	5.50	Patchouli	5.00@	6.00	Olibanum	3.25@	
Croton	4.75@	5.00	Pennyroyal, American	1.85@	2.15	Orris	17.00@	28.00
Cubebs	2.85@	3.10	French	1.15@		Patchouli	16.50@	18.00
Cumin	7.50@	8.00	Pepper, black	9.00@		Pepper, black	4.00@	4.60
Curacao peels	5.25@		Peppermint, naturel	1.70@	1.95	Sandalwood	16.00@	
Curcuma	3.00@		redistilled	1.90@	2.15	Vanilla	6.75@	8.75
Cypress	4.35@	4.75	Petitgrain, So. Amer.	1.45@	1.75	DERIVATIVES AND		
Dillseed	3.50@	5.25	French	2.40@	2.65	CHEMICALS		
Elemi	1.45@		Pimento	1.90@	2.40	Acetaldehyde 50%	2.00@	
Erigeron	1.20@	1.30	Pine cones	3.00@		Acetophenone	3.15@	3.50
Estragon	38.00@		Pine needle, Siberia	.71@	.80	Acetyl Iso-eugenol	9.00@	
Eucalyptus Aus.			Pinus Sylvestris	2.00@	2.15	Alcohol C 8	20.00@	40.00
(U. S. P.)	.37@	.43	Pumilionis	2.20@		C 9	40.00@	70.00
Fennel, Sweet	1.15@	1.30	Rhodium, imitation	2.00@	4.50	C 10	30.00@	50.00
Galbanum	26.00@		Rose, Bulgaria (oz.)	10.00@	30.00	C 11	35.00@	60.00
Galangal	24.00@		Rosemary, French	.52@	.60	C 12	25.00@	50.00
Geranium, Rose,			Spanish	.38@	.43			
Algerian	4.25@	4.50	Rue	3.15@				
Bourbon	4.25@	4.40	Sage	3.00@				

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Aldehyde C 8	50.00@	
C 9	80.00@	140.00
C 10	50.00@	82.00
C 11	72.00@	77.00
C 12	75.00@	105.00
C 14 (so-called)	15.00@	35.00
C 16 (so-called)	20.00@	40.00
Amyl Acetate	.85@	1.00
Amyl Butyrate	1.40@	1.75
Amyl Cinnamate	2.50@	
Amyl Cinnamic Aldehyde	4.25@	6.00
Amyl Formate	1.75@	2.00
Amyl Phenyl Acetate	5.00@	5.75
Amyl Salicylate, dom.	1.15@	1.45
foreign	1.65@	
Amyl Valerate	2.50@	3.00
Anethol	1.50@	2.00
Anisic Aldehyde, dom.	3.35@	
foreign	3.35@	
Benzaldehyde, U. S. P.	1.45@	
F. F. C.	1.55@	1.90
Benzophenone	2.40@	4.50
Benzylidenacetone	2.50@	4.00
Benzyl Acetate, dom.	.70@	.85
foreign	.70@	1.00
Benzyl Alcohol	1.05@	2.00
Benzyl Benzoate	1.05@	2.00
Benzyl Butyrate	5.50@	6.25
Benzyl Cinnamate	7.00@	9.00
Benzyl Formate	3.35@	3.60
Benzyl Iso-eugenol	18.00@	27.00
Benzyl Propionate	2.00@	5.50
Borneol	1.60@	2.25
Bornyl Acetate	1.75@	8.00
Bromstyrol	4.00@	5.00
Butyl Acetate	.60@	
Butyl Propionate	2.00@	
Butyraldehyde	12.00@	
Carvene	1.15@	
Carvol	3.75@	4.25
Cinnamic Acid	4.00@	
Cinnamic Alcohol	2.85@	3.50
Cinnamic Aldehyde	2.75@	4.25
Cinnamyl Acetate	10.00@	12.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	2.75@	3.00
Citronellol, dom.	3.00@	3.50
Citronellal	2.85@	3.25
foreign	3.75@	5.00
Citronellyl Acetate	4.50@	8.00
Coumarin	4.00@	
Cuminic Aldehyde	62.00@	
Dibutylphthalate	.30@	.36
Diethylphthalate	.32@	.37
Dimethyl Anthranilate	6.25@	7.00
Dimethyl Hydroquinone	4.00@	6.00
Dimethylphthalate	.50@	.60
Diphenylmethane	1.75@	2.45
Diphenyloxide	1.20@	
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	5.50@	6.00
Ethyl Benzoate	1.45@	
Ethyl Butyrate	1.25@	
Ethyl Cinnamate	4.00@	
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.40@	2.50
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	15.00@	20.00
Eucalyptol	.85@	1.10
Eugenol	3.15@	4.00
foreign	3.15@	4.00
Geraniol, dom.	2.00@	6.00
foreign	2.10@	5.00
Geranyl Acetate	2.90@	4.00
Geranyl Butyrate	10.50@	12.00
Geranyl Formate	7.00@	11.00
Heliotropin, dom.	2.10@	2.40
foreign	2.50@	

Hydratropic Aldehyde	25.00@	27.50
Hydroxycitronellal	5.50@	10.00
Indol. C. P. (oz.)	2.65@	5.00
Iso-borneol	2.30@	
Iso-butyl Acetate	2.65@	
Iso-butyl Benzoate	2.75@	3.25
Iso-butyl Salicylate	3.00@	6.00
Iso-eugenol, dom.	4.00@	5.00
foreign	4.00@	5.00
Iso-safrol	1.75@	
Linalool	2.15@	3.00
Linalyl Acetate 90%	2.50@	2.75
Linalyl Benzoate	10.50@	
Linalyl Formate	10.00@	12.00
Menthhol, Japan	4.00@	4.45
Synthetic	3.00@	4.00
Methyl Acetophenone	3.00@	3.50
Methyl Anthranilate	2.50@	3.00
foreign	2.90@	
Methyl Benzoate	1.85@	2.25
Methyl Cinnamate	3.00@	
Methyl Eugenol	4.00@	8.00
Methyl Heptenone	3.75@	6.00
Methyl Heptene Carb.	20.00@	36.00
Methyl Iso-eugenol	8.50@	12.50
Methyl Octene Carb.	24.00@	32.00
Methyl Paracresol	6.75@	7.50
Methyl Phenylacetate	4.65@	6.00
Methyl Salicylate	.42@	.50
Musk Ambrette	7.00@	8.00
Ketone	7.50@	9.50
Xylene	2.80@	3.15
Nerolin (ethyl ester)	1.50@	1.75
Nonyl Acetate	48.00@	
Octyl Acetate	32.00@	
Paracresol Acetate	5.25@	6.00
Paracresol Methyl		
Ether	7.00@	8.00
Paracresol Phenyl		
Acetate	14.00@	20.00
Phenylacetaldehyde		
50%	5.00@	7.00
imported	5.00@	7.00
100%	8.50@	10.50
Phenylacetic Acid	3.00@	4.00
Phenylethyl Acetate	9.00@	13.00
Phenylethyl Alcohol	4.50@	5.00
Phenylethyl Butyrate	16.00@	20.00
Phenylethyl Formate	18.00@	
Phenylethyl Propionate	18.00@	
Phenylethyl Valerate	20.00@	
Phenylpropyl Acetate	12.00@	14.00
Phenylpropyl Alcohol	9.00@	14.00
Phenylpropyl Aldehyde	12.00@	
Rhodinol, dom.	8.00@	20.00
foreign	9.50@	22.50
Safrol	.32@	.36
Santalyl Acetate	22.50@	
Skatol, C. P. (oz.)	9.00@	10.00
Styralyl Acetate	20.00@	
Styralyl Alcohol	20.00@	
Terpineol, C. P. dom.	.36@	.40
imported	.36@	.53
Terpinyl Acetate	.90@	1.15
Thymene	.35@	
Thymol	2.15@	3.00
Vanillin (clove oil)	5.15@	6.00
(guaiaicol)	4.65@	5.25
Vetiveryl Acetate	21.00@	25.00
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl ester)	1.50@	1.75

BEANS

Tonka Beans, Para	1.00@	1.25
Angostura	2.00@	2.15

Vanilla Beans		
Mexican, whole	4.00@	5.50
Mexican, cut	3.00@	3.25
Bourbon, whole	1.20@	2.00
South American	2.75@	3.00

TINCTURES

Ambergris	18.00@	24.00
Benzoin	1.75@	
Civet	3.00@	5.00
Musk, nat.	32.00@	
Orris, root	2.00@	
Balsam Tolu	1.50@	
Vanilla	3.00@	

SOLUBLE RESINS

Ambrette	18.00@	
Benzoin	2.75@	4.00
Castoreum	28.00@	
Chypre	13.00@	
Civet	80.00@	
Galbanum	6.00@	
Labdanum	6.00@	7.00
Myrrh	6.50@	7.00
Oak Moss	14.00@	16.00
Olibanum	3.50@	6.00
Opoponax	6.00@	12.00
Orris Root	18.00@	35.00
Patchouli	10.00@	18.00
Peru Balsam	6.50@	
Sandalwood	12.00@	16.00
Styrax	3.00@	4.50
Tolu Balsam	4.50@	6.00
Vetivert	15.00@	25.00

CERTIFIED FOOD COLORS

Amaranth	3.50@	4.00
Orange II	3.50@	4.00
Tartrazine	3.50@	4.00
Ponceau 3R	6.00@	7.50
Ponceau SX	5.00@	5.25
Indigo	15.00@	
Erythrosine	20.00@	
Guinea Green B.	15.00@	
Light Green, S. F.	25.00@	
Fast Green, F. C. F.	30.00@	
Yellow, A. B.	3.50@	
Lellow, O. B.	3.50@	
Sunset Yellow, F.C.F.	3.10@	3.25
Naphthol Yellow C.	8.00@	

SUNDRIES

Alcohol, Cologne		
spirits per gal.	2.42@	2.56
Ambergris black	Nominal	
gray	32.50@	
Baudruche skins,		
gross	18.00@	25.00
Beaver Castor	8.00@	12.00
Castoreum	20.00@	
Chalk, precipitated	.03 1/2@	.06 1/2
Cherry laurel water,		
gal.	1.25@	
Civet, ounce	3.75@	4.50
Clay, English	.02 1/2@	.03 1/2
Kaolin	.06@	.08
Lanolin hydrous	.18@	.20
anhydrous	.20@	.23
Magnesium Stearate	.22@	.30
Musk, Cab. pods		
ounce	22.50@	Nom.
Cab., grained	Nominal	
Tonquin, pods	20.00@	
Tonquin, gr.	27.00@	
Orange flower water,		
gal.	1.50@	
Petrolatum, white	.06%@	.08%
Rose water, gal.	1.25@	
Saponin	1.75@	

Talc., domestic, ton ..	18.00@	33.00
French	35.00@	40.00
Italian	50.00@	65.00
Zinc oxide, U. S. P. ..	13½@	.15
Zinc stearate21@	.28

CRUDE DRUGS

Almond Meal20@	.35
Cardamom seed, decort	.65@	
Henna, powdered14@	.28
Lavender flowers, select38@	.55
ordinary24@	.30
Orange flowers40@	1.00
Orris root, Florentine	.18@	.22
powdered21@	.70

Orris Root, Verona ..	.15@	.17
powdered18@	.55
Patchouli leaves21@	.75
Peach Kernel meal ..	.35@	
Quince seed	1.15@	1.35
Reseda flowers, powd.	1.50@	1.65
Rhubarb Root, powd.	.28@	.50
Rice starch12@	.15
Rose leaves, red85@	1.25
pale40@	.50
Sandalwood chips45@	.50
Vetivert root30@	
Violet flowers95@	1.15

GUMS AND BALSAMS

Balsam Copaiba, S. A.	.26@	.30
Para24@	.28

Balsam, Peru	1.65@	2.00
Tolu	1.10@	1.35
Fir, Canada, gal. ...	12.00@	12.50
Oregon, gal	1.50@	1.75
Guarana	1.15@	2.15
Gum benzoin, Siam ..	1.30@	1.50
Sumatra40@	.45
Gum galbanum	1.05@	1.15
Gum myrrh25@	.40
Labdanum	3.50@	5.50
Olibanum, tears19@	.35
siftings12½@	.14
Styrax40@	3.35
Venice turpentine, true, gal.30@	

Vanilla Beans

THE demand has slackened off and there is more competition for business. Bourbon beans have recovered no further and there are again some concessions offered for actual orders in volume. Mexicans remain quite firm despite advices from quarters usually best posted to the effect that the crop will range as high as 280,000 to 300,000 pounds taking both whole and cuts into consideration. This estimate is materially higher than that of the U. S. Consul at Vera Cruz, but it comes from a source with unusual facilities for securing the most accurate information. So large a crop should bring weaker prices on Mexicans a little later, but nothing of the sort has happened thus far.

The Bourbon crop is variously estimated at from 400 to 650 tons with best posted interests inclining more toward the higher level. So large a crop there would seem to militate against any real recovery in the prices of Bourbons this season, for there are few interests equipped to handle such a supply and the carry over in such a way as to maintain the selling levels.

Essential Oils

(Continued from Page 180)

rapid and sharp decline in bergamot. Efforts on the part of the Italian producers to stabilize this oil have failed dismally and there seems to be no chance for a real recovery unless additional uses are developed, something on which the producing groups are now working. There is no profit for anyone in bergamot at today's levels. The volume of Californian orange and lemon, more particularly the latter, now available or to be available shortly, would indicate that both lemon and orange will find difficulty in recovering from the recent slump. Some extremely low competitive prices on Italian oils have been noted and the general market level is as yet unstable although prices have reached the point where the oils would seem to be real bargains. Lime oil is steady and seems to be fairly well maintained.

Domestic oils are generally weak. The minor ones, sassafras, erigeron and others, are slowly reacting to lower levels owing to lack of inquiry. Peppermint and spearmint are in no demand and there is plenty of both available with the result that prices are the

lowest in many years. No news regarding new crops is as yet available but best reports are that the acreage will be about normal. In normal times, some fields would doubtless be replaced by other crops, but returns on these other crops are so limited at the moment that there is as much in peppermint, even at today's prices, as there would be in other vegetation.

Citronella is somewhat easier than it has been although not as proportionately cheap as some of the other oils. Lemongrass is also slightly weaker. Geranium oils are quite firm and prices have been well maintained.

Grasse Report for May

(Continued from Page 181)

otto will suffer a sharp decline in price in spite of the existence of stocks in Bulgaria, France and other countries. The banks are becoming unwilling to finance these stocks and the distillers will probably be forced to liquidate the otto in order to pay the peasants.

Other Flowers

The treatment of violets, narcissus and jonquil has ended. The price of violet flowers was 15 francs for Parma and 7 francs for Victoria. For Parma violet it is interesting to compare this with the price of 50 francs in 1923-26. Narcissus flowers were sold at 2.50 francs per kilo and jonquils at 5 francs per kilo with a very abundant crop. These prices did not help the producers. In 1926 jonquils sold at 60 francs and in 1925 at 16.5 francs.

All of these floral products are appreciably lower in price. As for violet leaf concrete, manufacture of which has just ended, no change in the price is expected since the leaves were sold at the same levels as last year.

Lavender

The market for lavender oil is quiet and has not been affected by the sales consummated since the first of the year. Stocks at primary points have been greatly reduced, especially of high quality oil, which is difficult to secure at present. If no important requirements should come into the market before the next crop thus encouraging the distillers to increase their production, it is not improbable that some difficulty will be met after a few months to supply the requirements of those who supported the market before the present crisis.

Flavoring Extract Section

Official Report of the Soda Water Flavors Manufacturers Association

SINCE our last month's report of the activities of the National Manufacturers of Soda Water Flavors Association, matters of considerable importance in regard to the new prohibition regulations have been brought to the attention of the members. Under dates of April 30 and May 5, circular letters Nos. 601 and 605 were sent out by the secretary, Thomas J. Hickey, analyzing the new prohibition regulations No. "2" and No. "3" as they affect the soda water flavor industry. In another section of this Journal will be found information on Regulations No. "3" and in the April PERFUMER can be found information on Regulations No. "2."

Other matters of interest to the association have been of a merely routine nature. The president, Bernard H. Smith, and the secretary, Thomas J. Hickey, as well as all members of the executive committee, are giving their attention to any legal matters that may come up at any time in either the state or federal courts, and the members will be advised immediately of any bill either detrimental or advantageous to their interests.

Pure Food and Drug Notes

In this department will be found matters of interest contained in Federal and State official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION, and other departments for further information.

Notices of Judgments Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgments given under the Federal Food and Drugs Act. Nos. 17526 to 17700, inclusive, sent out recently by the United States Department of Agriculture, Washington, D. C., there was one case of misbranding and adulterating of grape juice, No. 17555; one case of adulteration and misbranding of lemon oil, No. 17560; one case of misbranding of Pyo-Rem and Pyo-Rem dental cream, No. 17602; and three cases of adulteration and misbranding of fluid extract of ginger, Nos. 17604, 5 and 6.

Cards Face Up

Another difference between the stock market and poker is that in poker you can see your cards.—*Tampa Tribune.*

Official Report of Flavoring Extract Manufacturers Association

SINCE our last review of the problems pertaining to the Flavoring Extract Manufacturers Association of the United States, circular letters Nos. 345 and 346 in regard to the new prohibition regulations No. "2" and No. "3" have been sent out calling attention to those parts of the regulations that apply to the flavoring extract industry. As stated in the report of the Soda Water Flavors Manufacturers Association information regarding these regulations is published elsewhere in this Journal; in regard to No. "2" in the April issue of THE AMERICAN PERFUMER and in this issue in regard to No. "3."

The annual convention of the association is convening as we go to press. This is being held in Cleveland, under the direction of Wilbur H. Hyde of The Abner Royce Co. and Bernard H. Smith of Virginia Dare Extract Co. A full report will appear in the June issue of THE AMERICAN PERFUMER.

Carbonated Beverage Production Increases

According to the Department of Commerce the production of carbonated beverages has increased in the last decade as the production of cereal beverages has declined. The drop in cereal beverage production has amounted to approximately 63 per cent since 1921 while the carbonated beverage output has virtually doubled, the department found.

Statistics showed that 13,000,000,000 half-pints of carbonated beverages were bottled in the United States in 1929 as compared with 6,500,000,000 bottles produced in 1919. A considerable portion of this output went abroad, the department said. The export trade in non-intoxicating beverages, fruit juices, and soda fountain syrups has risen more than 300 per cent in value in the eight years ending with 1930. Fairly large imports serve to offset the exports to a certain degree, it was found.

There was also an increase in the production of "still" beverages; that is, those that have no "sparkle," and of fruit juices. This has amounted to about 27 per cent since 1921.

Indispensable

(Dr. Brown's Manufacturing Laboratories)

I am now receiving the PERFUMER regularly. And the first thing I do when received is to pursue and read everything in it. I simply cannot get along without it.

Bargains in Flavor Materials

Prices on Raw Products for the Extract Trade

Have Never Been as Proportionately

Cheap As at Present

THERE has never been a time in the history of the flavoring extract industry when all of its raw materials have averaged at such low price levels as the present. Bargains are available in virtually all of the manufacturers' needs and while the present article deals only with raw materials, these bargains are as apparent in the market for packages, labels, and supplies of all kinds as they are in the markets for the ingredients which go to make up a flavoring extract.

In spite of the fact that the prices quoted in New York and at primary points for flavor raw materials have reached the point where there is no profit in the business for anyone excepting the buyer, it is a remarkable fact, ascertained by a careful canvass of the raw material trade that business has not been good, that buyers have curtailed, rather than increased their purchases and that the industry as a whole continues to operate on a hand-to-mouth basis with only a few notable exceptions in the list of over-cautious purchasers.

It is not the purpose of this article to urge manufacturers of flavoring extracts to purchase in advance of what they can reasonably expect to take care of during the coming months; but the fact remains that the present market is one in which the manufacturers might well take a real interest for it is unlikely that there will be a repetition of the present general price levels for many years to come.

The Alcohol Situation

It is an old story by this time that the alcohol industry has been passing through a very difficult and troublesome period. Business in the general industrial lines has been slack. The anti-freeze business in completely denatured alcohol was a distinct disappointment during the past winter. In addition, the competition between leading producers has been exceptionally keen. The result has been a general decline in alcohol prices to levels which have not been reached in many years. Thus one important raw material is at record low levels and the immediate prospects for betterment of the market are not any too good according to even the distillers themselves. Naturally, under present legal restrictions, it is impossible to take advantage of this by stocking alcohol in advance but agreements for future delivery are possible with some of the distillers and thus, the low price of alcohol can be used to advantage by the manufacturer for more than his current benefit.

The Vanilla Market

The most important extract is of course, vanilla. Hence the market for vanilla beans plays a most important part in the costs of the general flavoring extract establishment. At the moment, prices on vanilla,

while they may not be at record low levels, are the lowest which have been encountered in the trade for many years.

The present market is really the outgrowth of the extreme inflation in prices a few years back when vanilla went to record levels. The result of this was an inflation of the vanilla industry. In all growing centers, vanilla was planted in excess of any possible future requirement for the beans. It took several years for this to have its effect upon the market but the effect was inevitable. Prices started downward, and once on the way, they could not be stabilized.

In Bourbon beans, successive record crops brought about a situation of world-wide oversupply and world-wide declining prices. Speculative interests who had thought to hold the market by heavy buying, found themselves involved in a situation, where it was impossible to take up all offers and impossible to maintain the market levels. The result was a plethora of offers of Bourbon beans from every direction and an oversupply of several hundreds of tons, not all of which has been worked off even yet. The market here for beans of reasonably good quality has been below a dollar a pound. Recovery during the coming season is problematical but declines to still lower levels would seem to be out of the question. Mexicans, of which the crop is not so large, have also declined in price but have been better sustained than the Bourbons. However, if the new Mexican crop is as large as is currently reported, there may be still lower prices on this type before the season is over. In any event vanilla is now a cheap item, and may be bought with confidence.

Essential Oils at Low Levels

Not all of the essential oils in which the extract maker is interested are at record lows but many of them are and the general average is below any previous record in the industry's history. Lemon, an important material, is selling at a fraction of last year's cost and seems likely to stay down for a time, largely on account of the growing Californian production and the failure of Italy to adjust production in the face of this condition. Orange is in much the same position.

Oils of anise and cassia are extremely cheap with supplies ample here and for shipment from the East. Ginger and its oleo-resin have just declined and the root from which it is produced has not been as cheap in years as it is at present. Peppermint and spearmint oils are both below the levels at which speculators are accustomed to buy for a profit.

In short, flavoring materials are now at levels where consumers may well consider their requirements over a long period. They can hardly lose in today's market and the chances of a long profit have never been better.

Soap Industry Section

CONDUCTED BY Dr. E. G. THOMSEN

Hull's Council Buys Soap from Russia

RUSSIAN soap is to be used at Hull, England, in the City Corporation baths and public wash-houses. A tender has been accepted by the Baths Committee at 30s. (\$7.50) per cwt., or 2s. 6d. (60 cents) cheaper than the lowest British tender.

The assistant city engineer states that for the past two years they obtained their supplies, which amounted to about six tons annually, from a Liverpool company. These supplies were eminently satisfactory. The fatty acid in Russian soap is 72 per cent, as compared with 62 per cent in British samples.

Socialists had a majority on the old City Council, but on the new Council, elected last November, the Independents have a majority and are responsible for the new contract.

Hydrocarbons Produced During Hydrogenation of Fish Oils

S. Ueno (*Jour. Soc. Chem. Ind.*, Japan, 1930, 33, 264—266b) state that volatile products obtained during the hydrogenation of fish oils had saponif. value 131.0, iodine value 25, acid value 95.0. Examination of the unsaponifiable fraction of these products showed it to consist mainly of hydrocarbons (probably isoparaffins). Fractional distillation of the unsaponifiable portion insoluble in methyl alcohol gave mixtures of hydrocarbons, acetyl value 0, yielding no ether-insoluble polybromides. Hydrocarbons with 1 to 2 double linkings are also present. The hydrocarbons $C_{13}H_{28}$, $C_{16}H_{34}$, $C_{17}H_{36}$, $C_{18}H_{38}$, $C_{19}H_{40}$, $C_{20}H_{42}$ were isolated, and $C_{10}H_{22}$ and $C_{11}H_{24}$ may have been present (cf. occurrence of pristane in shark-liver oil). The greater part of the hydrocarbons in the products examined appear to have been produced during the hydrogenation.—*Jour. Soc. Chem. Ind.*, Vol. 49, No. 46, pp. 1036-7.

Manufacture of Powdered Soap

A. Welter in (B.P. 332,590 and 332,599, 22.4.29) claims (A) electrolytes (e.g., salt) are added to the liquid soap in order to cause salting out during the subsequent heating with open compressed steam or direct fire, etc., to above 100° (4 to 10 atm.); the heated, grained-out soap is settled for a short time and atomized; (B) if compressed air (e.g., at 10 atm.) is pumped into the pressure vessel containing the liquid soap, before or during the first stage of heating the soap and prior to atomization, the use of hot air to dry the powder produced is rendered unnecessary.—*Jour. Soc. Chem. Ind.*, Vol. 49, No. 46, p. 1037.

Composition of Commercial Palm Oils

T. P. HILDITCH and (Miss) E. E. Jones (*Jour. Soc. Chem. Ind.*, 1930, 49, 363—369T) write that four commercial palm oils of low free acidity have been investigated and their characteristics are fully recorded. The fatty acids present had the following setting points and composition: Belgian Congo (neutral), 44.4° , myristic 1.2%, palmitic 43.0%, stearic 4.4%, oleic 40.2%, linoleic acid 11.2%; Malaya (crude), 45.6° , myristic 2.5%, palmitic 40.8%, stearic 3.6%, oleic 45.2%, linoleic acid 7.9%; Drewin (Gold Coast) (crude), 40.4° , myristic 2.3%, palmitic 34.3%, stearic 5.6%; oleic 49.5%, linoleic acid 8.3%; (neutral), 41.0° , myristic 1.4%, palmitic 32.7%, stearic 7.5%, oleic 51.7%, linoleic acid 6.7%; soft Cameroons (crude), 44.0° , myristic 1.0%, palmitic 38.9%, stearic 5.9%, oleic 43.9%, linoleic acid 10.3%; (neutral), 44.2° , myristic 1.4%, palmitic 40.1%, stearic 5.5%, oleic 42.7%, linoleic acid 10.3%.

The glyceride structure of the four oils has been studied by the isolation and examination of the fully saturated glycerides by means of oxidation with permanganate and acetone solution, and the percentages of fully saturated glycerides found in the neutralized Belgian Congo, Malay, Drewin, and Cameroons oils were respectively 10, 9, 7, and 8. The fully saturated glyceride content in palm oils appears to depend on the proportion of unsaturated acids in the total fatty acids of the fat and, correspondingly, the molecular proportion of saturated acids linked with 1 mol. of unsaturated acids in the form of mixed saturated-unsaturated glycerides varies from about 0.8 to 0.6:1. These relationships differentiate palm oil from palm kernel oil and from seed fats in general, and indicate that the mode of assembly of fatty acids in the glyceride molecules in palm oil is somewhat analogous to that in such animal fats as tallows and butters. The saturated fatty acids both of the original oil and of the fully saturated glyceride portions contained 85 to 90% of palmitic acid, and consequently tripalmitin is the main component of the fully saturated glycerides of palm oil (6 to 7% of the whole fat). The greater part of palm oil is made up of mixed glycerides in which monooleodipalmitins and dioleomonopalmitins must predominate.—*Jour. Soc. Chem. Ind.*, Vol. 49, No. 42, p. 956-7.

Commercial and Professional Benefit

(The Caribou Laboratories)

THE AMERICAN PERFUMER has been of great value to me, as I have obtained professional information and also commercial assistance in it.

Soap Powders

Their Composition, Method of Manufacture and Suggestions for Improvements

by Dr. E. G. Thomssen

SOAP powders are a staple article when compared to laundry soaps. The consumer has had fewer variations offered him in this cleanser than with other soap products. As a result its consumption had not increased in the same proportion as soap. With laundry soap we have seen changes take place rather rapidly in the last ten or fifteen years. For a long time the yellow laundry soap bar was the popular seller. Then the white laundry soap cake led the field. This was followed by rather thick chip soap, then the thin, quick dissolving chip or in certain sections of the country powdered soap. More recently soap beads are making a bid for the most popular form of laundry soap. These changes, which tend toward convenience but not economy, have undoubtedly led to the consumption of greater quantities of soap. If the same degree of attention were given soap powders their use could also be increased. As the matter stands powdered and granular soluble cleansers, containing trisodium phosphate, modified sodas and borax but without soap have replaced the use of soap powders to a very large extent.

Composition of Soap Powders

The majority of soap powders consist of a mixture of soap and soda ash. The soda ash is usually crystallized to sal soda by the excess of moisture in the soap or the addition of water. The soap is generally low in quality being made from cottonseed foots, low grade grease, unbleached palm oil, recovered coconut oil and similar products. Owing to the high proportion of soda ash added, it is possible to use low grade fats of this nature. The finished soap powder may vary from 5 per cent fatty acids, 70 per cent sal soda or crystallized soda and 25 per cent soda ash to 40 per cent or more of fatty acids and a decreasing amount of sal soda and soda ash. In certain cases silicate of soda, salt, silica powder, volcanic ash, powder pumice, feldspar, etc. are added to give abrasive action to soap powders. The combinations are so numerous we will not state specific formulae.

The public have been accustomed to receive a large package of soap powder for a small amount of money. Where the article is sold in bulk, it has usually been sold at a very low price. It is, therefore, a difficult matter to increase the quality of soap powder and compete with the market.

Methods of Manufacture

Soap powders may be made in several ways. The method of manufacture influences the density of the product, its appearance and to some extent its solubility

in water during use. The methods by which it is made are briefly described as follows:

1. By first mixing, then grinding crystallized soda, soda ash and soap in the desired proportions. By this method the crystallized soda and soda ash should first be mixed together for some time. Then the soap chips which should be dry and brittle are added. The mixture thus obtained is ground so that it passes a 20 mesh screen. The coarser material or tailings are re-ground. This makes a dense product.

2. By putting soda ash and water in a heavy steam jacketed mixer, until a hot solution is obtained, then adding soap chips to the solution, chilling the mixture and continuing to mix until the mass pulverizes in the mixer. This method is simple in that it requires a minimum amount of equipment but the time required to complete a batch of soap powder is longer than other methods.

3. By using the same method as described under (2) but instead of first making a soda ash solution, adding soda ash and water to hot liquid soap and running the mix on a concrete floor to cool and crystallize. It is then broken up and ground in an attrition mill.

4. The continuous method by which the soap and soda ash solution are measured and run by gravity to a mixer to mix. The molten mass is run over a crystallizer or chilling rolls through which very cold water or brine solution from a refrigerating plant is pumped. From the crystallizer the powder is scraped off by a clean knife, whence it passes to a screen which sends the tailings from the granular products to a mill which grinds it. The ground and sifted product falls into a bin from whence it is weighed and packed. This method, which has long been used for making large volumes, produces a product which is fluffy and in which the moisture can be run as high as 45 per cent.

5. By using fatty acids in the soap kettle and neutralizing with soda ash, then an amount of caustic soda to complete saponification and finally adding the desired excess of soda ash and grinding direct. The drawback to this method which is simple and rapid is the fact that cheap fatty acids of proper color are not regularly available. Economy in operations is afforded by it, however.

6. By drying the soap to about 80 per cent fatty acids and then grinding or mixing it with sal soda or soda ash. This method is rather expensive and is only used in small plants.

7. By mixing together, while hot, liquid soap and soda ash solution then spraying the mixture into a spray chamber. As it falls from height in this re-



ceptacle it is dried and crystallized by moving air. This method also produces the aerated or "fluffy" soap powder and is the latest improvement in manufacture. The cost of the equipment is cheaper than the continuous method in that it eliminates the refrigeration process. The finished product obtained flows readily and does not lump in the package.

Changes in Product Desirable

As we have already pointed out, laundry soap has undergone constant change in recent years. To vary the form of soap powder is not an easy matter. There are, however, at least three characteristics which can be improved. One is the color, the second is odor and third is the composition. There is probably nothing particularly new in this regard. The fact remains, however, that soap powders have not been subjected to change and improvement as much as other soap items.

Color Added as an Attraction

The psychology of color has proven a great advantage in increasing sales. Soap powder can be colored to attract attention the same as other articles have been colored. Blue is well adapted for this purpose because it neutralizes the yellow tinge in washing white articles and has no ill effect on colored articles. Even the more vivid colors may be used or in certain cases variegated colors such as are used in bath salts may be employed. Soap powders take on a completely new complexion when they assume a different shade and odor. I have in mind an ordinary colored, cheaply perfumed soap powder, which is colored and which is designated by another name, that sells in volume at three times the price of well advertised brands of ordinary soap powders. The appeal to the eye and the odor appeal undoubtedly are the key to the success of this item. It, furthermore, shows that a field is open for soap powders in slightly different form and name.

A few words as to change in composition are timely. There are certain drawbacks to the use of the majority of soap powders. They are harsh to the hands, they

rot linoleum floor coverings and they attack aluminum ware. Other defects may also be traced to the action of the sodium carbonate which is present in considerable quantity because of its low cost. It takes courage to replace this builder with other more expensive cleansers, but the advantages in doing it and eliminating the defects just mentioned may pay in the long run. The advantages of such a product must base their appeal on other grounds than economy. It has been tried and in many cases failed. The reason for these failures is difficult to definitely mention.

Substances which recommend themselves to replace soda ash because of their cleansing and bleaching power are borax, trisodium phosphate, sodium perborate and lump silicate of soda. Then too, the hydrogenated hydrocarbons, the colloidal clays and other colloids may be used to bolster up the colloidal action of the soap. Numerous combinations are possible through the use of less often used ingredients of this kind. The soap used in washing powders is also subject to improvement both as to the color and odor of washing powders.

The Package for Soap Powders

In this discussion we have kept away from the question of package for soap powders. As a general thing they are packaged either in wax wrapped cartons or tight wrapped water proof shells. The question of cost enters into the package very materially in such a cheap item. Automatic equipment is, of course, used for filling. Design changes can easily be varied in such a container. To break away from the style and shape of the package takes courage. It is possible, however, to use other types of packages. One variation is the fibre tube with pouring spout, such as is used for salt. It combines change and utility which are bound to attract attention in spite of the fact that there are objections to a round package from a merchandising standpoint.

With change as the biggest competitor in this day and age, increasing amounts of soap powders can undoubtedly be sold through closer study of the product in the same manner as has been done with other soap products.



Alkali Trade and Prospect

Lowered Prices on Caustic Soda Have Followed Struggle Between Makers for Control

IN common with many other industries, the alkali trade has experienced a year about which no one seems particularly enthusiastic. During and immediately after the World War, production had been greatly stimulated to meet the high rate of operations in many consuming lines, and to take care of the enormous export demand. This condition coupled with the business slump during the entire year 1930 resulted in a large surplus of material.

The activity of one large producer at the close of 1930 who went out and got a larger tonnage of business than ever before at the expense of the other manufacturers resulted in severe competition, and the "hands-off policy" which the makers had previously been adhering to on certain contracts was violated on all sides. In November 1930 the makers had announced the renewal of 1930 contract prices for this year, but with a tendency in a certain quarter to deal on private terms the other makers were forced to slash their prices in order to meet this competition.

In comparison with recent years, alkalis are today regarded as very low in price, in fact many contract specifications have been closed at below production costs running over a two-year period. The production of alkalis, particularly caustic soda by the old ammonia process, is very costly, and it is felt that the earnings at the end of the current year will show even a greater loss than they did at the close of 1930. The producers' greatest problem of the day is to offset his loss by lowering production costs as much as possible.

Electrolytic vs. Ammonia Soda

The electrolytic process of making caustic has played a very important part in bringing increased competition in the alkali trade. The struggle between the makers of electrolytic and the producers of ammonia caustic soda dates back 25 years ago. The first producer of ammonia soda caustic was the Solvay Process Corporation which started in 1881. The output of the original plant was thirty tons a day. The soda of those days tested 83 to 84 per cent sodium content whereas today it is approximately 98 per cent. Prior to the World War, electrolytic caustic soda tested a little over 74 per cent actual oxide while today the average good quality soda will not go below 75½ per cent, running generally 75% per cent as a minimum. The consumption of both of these products has been steadily increasing though it is stated that the latter has replaced ammonia soda by approximately 50 per cent. The electrolytic soda is a by-product of chlorine whereas the material made from the old ammonia process is a direct product.

The makers of the ammonia soda have been forced to lower manufacturing costs as much as possible in order to meet the competition brought on by the elec-

trolytic manufacturers, and taking the electrolytic as against the ammonia there are few consuming industries that cannot use both pound for pound.

Looking over the alkali market as a whole the situation proves to be more complicated than ever before. No one manufacturer seems to have benefited by the late reduction in prices. Almost every consumer that had contracted for raw materials during the last year has suffered more or less by the general depression in business. There have been a great many cases of refusal to accept deliveries on contract with a tendency to buy from hand-to-mouth.

Further Decline Unlikely

A feeling appears to be developing among some consumers that a further decline will be witnessed in prices toward the close of the current year, but there are many factors to be considered before such an action could be definitely expected. Since many of the producers have closed contracts covering a two-year period, however, there are few if any indications which would lead one to believe that an immediate upturn in the market will be witnessed.

Although the consumption of alkalis in a few industries continues to increase, the greater consumption of soap by the American public both from the standpoint of increased population and from the standpoint of an increasing average consumption per family has had a marked influence upon the demand for caustic soda. As long as soap is used caustic soda will have to be produced.

Total sales of soap products during 1931 are substantially above those of last year. Based upon latest statistics the actual consumption of soap and soap products is increasing at the rate of about one pound per capita per year. It is pointed out that the dollar value of all soap products increased 6.5 per cent, rising from \$242,000,000 in 1927 to \$258,000,000 in 1929.

Consuming manufacturers took advantage of the low prices of raw materials prevailing in 1930 by accumulating fairly large stocks. During the latter part of the year prices of essential oils averaged 43 per cent lower than in 1929, alkalis a drop of 20 to 25 per cent and crude drugs 35 per cent.

At the current price levels of alkali, there is a well defined resistance to further price recessions, and manufacturers feel confident that the worst is behind them. It will no doubt take time, great patience, and hard work to attain the prosperous condition that prevailed in 1929. From the history of other periods of depression however we have always emerged from dull periods such as the one we are now passing through to new heights of prosperity, and we will in all probability do it again.

The earnings for the first quarter of this year re-

flect the low range of selling prices on both caustic soda and soda ash in December affecting contracts for 1931 business. In commenting upon the unsatisfactory results, one leading producer says "Our tonnage movement for the first quarter was fairly satisfactory considering the general business situation and we are particularly encouraged by the showing for the month of March.

Foreign Trade Position

Interest is almost always focused upon our foreign trade during times of depression, and the present period is no exception. It tends to furnish a severe test to determine whether or not the immense new growth in the industry has been sound. The leading article in the export trade is sodium hydroxide or caustic soda, sales of which were greater during 1930 than any preceding year with the exception of 1922. The total shipments amounted to 126,786,000 pounds with a value of \$3,700,000. Aside from the year of 1929 soda ash shipments also reached a record, amounting to 65,873,000 pounds valued at \$1,100,000. The rise to prominence of many new products was the reason for the decided increase in our foreign trade. According to A. H. Swift of the Bureau of Foreign and Domestic Commerce, American foreign trade in all chemicals and related products struck a balance in 1930 for the first time in the immediate history of the American chemical industry with both imports and exports valued at \$172,000,000. With the exception of the war period, imports had exceeded exports by a fairly wide margin.

A preliminary tabulation of data collected in the Census of Manufactures taken in 1930 reveals that the total value of caustic soda produced for sale by manufacturers in the United States in 1929 amounted to 720,205 tons valued at \$35,801,988 as against 547,345 tons with a value of \$29,193,003 in 1927, the last preceding census year.

The present business depression seems to have affected the status of every branch of industrial activity. During this period of analysis and retrospection, the alkali industry has been better able to withstand these conditions than many other industries, and a close examination of its performance under similar circumstances during the past decade discloses this resiliency to be characteristic.

Much already has been achieved in correcting the unfavorable conditions that prevailed in the market at the end of 1930, though response to the constructive forces is impeded by the retarding influences which still remain.

Cutting Manufacturing Costs

With the active contracting season ended, selling competition naturally would become less keen, and there is reason to believe that current sales prices are low enough to discourage further declines. Fluctuations in manufacturing costs, and in marketing conditions are bound to affect price movements, but the market has acquired a steadiness that is not expected to be disturbed within the immediate future.

The alkali producer is centering his attention more upon actual manufacturing costs, rather than finding an outlet for his material inasmuch as he has already sold the greater portion of his expected output over the

current year. With production being readjusted to conform with the reduced requirements of consumers at this time it is hardly believed that the same selling pressure that existed during the latter part of 1930 will prevail at the end of the current year.

On the other hand, some classes of consumers have increased operations during the past few months, and if the second quarter of this year fulfills present promise, greater confidence in a continuance of steady prices will be justified.

Manufacturing operations generally do not seem to vary, as gains in one direction are apparently offset by losses in other quarters. With enlarged operations in the textile industry however and increased activity in soap and automobile trades it is believed that the loss witnessed in the first quarter of the year will be more than made up during the third or last quarter.

Opinions differ concerning the amount of alkali stocks on hand. Many manufacturers are more than amply supplied with material, but it is hoped that the expected improvement later in the year will take up all of this surplus.

In a recent interview, one of the large manufacturers stated that "the trouble with American business today is that the public are carrying with them a feeling of 'Fear.' This feeling it was stated prevails throughout all lines of trade and is borne out by the hand-to-mouth buying policy which consumers, importers, dealers, and brokers have been following for the past eighteen months. Until this feeling is cast aside, and is replaced with greater confidence we cannot expect to enjoy prosperity or good business."

A strong comeback in the chemical industry, stocks repeating their performance after the depression of 1920-21 by recovering more rapidly than industry in general is predicted by Dr. Frederic A. Hessel, in a report to the American Chemical Society. He says: "Looking back at the recovery from the lows of 1921 to the highs of 1922, we find that, after the low point had been reached, chemical stocks had a much more rapid comeback than industrials."

The alkali situation today is most favorable to the consumers and, in general, unfavorable to the sellers. Wise buyers will realize this situation which may not continue when general business turns again into normally expansive channels.

Toilet Soaps in British Malaya

Total imports of toilet soaps into British Malaya in 1930 amounted to \$487,415, of which the United States accounted for \$61,425, or 15 per cent. These figures represent a drop of 25 per cent in total imports from the 1929 value of \$649,591. Imports from the United States, however, fell only 3 per cent. In 1929, the United States supplied 9 per cent of the total.—(Trade Commissioner Richard P. Hendren, Batavia).

Toilet Soap Finds Large Outlet in Morocco

Morocco has provided a good outlet for toilet soap, primarily of French origin. Imports of toilet soap advanced from 166 metric tons in 1928 to 275 tons in 1929.

Soap Materials Market

Vegetable Oils

During the period just ended, vegetable oils were none too active. As a result, a few parcels of oil for nearby deliveries were sold at fractionally lower levels but for the most part, prices during the past two weeks or so have been holding about unchanged to steady. Last sales of crude coconut oil for July/December shipments were made at 4½ cents pound sellers' tanks New York and this price is now quoted for May/December inclusive, with 4½ cents pound Pacific Coast being named for the same shipments. Although bids slightly below these figures were repeatedly made since our last review, they have been declined by importers for forward shipments.

Crude cottonseed oil declined to 6½ cents pound throughout the South and is available in limited quantities at this figure at this writing. Crude corn oil also declined to 6 cents pound Midwest mills at which price good sized quantities were moved into consuming channels. Soya bean oil has been holding steady at 5½ cents pound f.o.b. Midwest mills.

Lower prices abroad for various grades of palm oils brought about some trading here. Genuine Niger and mediums as well as maximum 20 per cent softs have been selling at under 4 cent pound Atlantic seaboard lately for future shipments. Sulphur olive oil foots are about unchanged at 5½ cents pound New York in barrels for May/September shipments from Europe. Commercial denatured olive oil testing maximum 5 per cent FFA in drums is quoted at 71 to 73 cents per gallon f.o.b. New York for May/June/July shipments from abroad. The textile trade has been taking on larger quantities of olive foots and commercial oil recently and for the present stocks here are not very large.

A. H. HORNER.

Industrial Chemicals

The market for alkalis is steady although makers report that contract withdrawals are not as good as they had hoped. The soap industry has been taking fair quantities but the volume going into other channels has been curtailed to some extent. Thus far, none of the makers has reported any burdensome surplus but there are signs that all may not be well with the market when the hot weather arrives. Other industrial chemicals are generally steady and without material change.

Tallow

The tallow market during the period has moved in a very narrow range and indications are that this will continue to be the order of things for the near future. A fairly even balance between consumption and production is being maintained. The soap industry on the whole appears to be moving along at a steady and healthy pace.

The best productions of City Extra tallow are held at 4¼c to 4½c per pound while the choice grade is priced at 4¼c to 4½c. The quotation on first grade House Grease is 3½c per pound loose while No. 2 tallow high in titre costs 4c.

The larger producers in the Middle-West are sold in advance and the general situation there parallels the New York market.

E. H. FREY.

Soap Materials

Tallow and Grease

Tallow, New York, Extra 3½c. Edible, New York, 5½c. Yellow Grease, New York, 3¼c. White Grease, New York, 3½c.

Rosin, New York, May 15, 1931.

Common to good...	\$4.80	K	\$6.50
D	5.50	M	6.75
E	5.95	N	7.00
F	6.00	W. G.	8.30
G	6.15	W. W.	8.85
H	6.30	X	9.00
I	6.35		

Starch, pearl, per 100 lbs.	\$2.57	@	
Starch, powdered, per 100 lbs.	2.77	@	
Stearic acid, single pressed, per lb. .	.08½	@	
Stearic acid, double pressed, per lb. .	.09	@	
Stearic acid, triple pressed, per lb. .	.11½	@	
Glycerine, C. P., per lb.12½	@	.14
Dynamite10	@	.10¼
Soap, lye, crude 80 per cent, loose			
per lb.06	@	.06½
Saponification, per lb.09	@	.09¼

Oils

Castor, No. 1, per lb.12	@	.13
Castor, No. 3, per lb.11¼	@	.12¼
Coconut, Ceylon, Dom., per lb.05½	@	
Corn, crude, per lb.08	@	
Cotton, crude, per lb. f. o. b., Mill06¾	@	
Cotton, refined, per lb., New York07¼	@	
Olive, denatured, per gal.80	@	
Olive Foots, prime green, per lb.05¾	@	
Palm, Lagos, per lb.04¾	@	
Palm, Niger, per lb.04¾	@	
Palm, kernel, per lb.06¼	@	
Peanut, crude, per lb.08¾	@	
Peanut, refined, per lb.11	@	
Soya Beans, per lb.07½	@	.09½

Chemicals

Borax crystals, per ton	66.00	@	71.07
Borax, granular, per ton	60.00	@	65.00
Potash Caustic, 88@92 per cent, per			
lb., N. Y.06½	@	.06¾
Salt, common, fine, per ton	12.00	@	14.00
Soda ash, 58 per cent, per 100 lbs. .	1.34½	@	2.11
Soda Caustic, 76 per cent, 100 lbs. .	2.50	@	3.59
Sulphuric acid, 60 degrees, per ton ..	11.00	@	12.50
Sulphuric acid, 66 degrees, per ton ..	15.50	@	16.50
Zinc, oxide, American, lead free, per			
lb.06½	@	.06¾

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